

Research on Human Resource Allocation Pattern and its Function -- Taking Google as an Example

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Abstract. In the context of the global epidemic, the economic situation is grim and the economic crisis is rife. In order to better cope with the challenges and enhance their competitiveness, enterprises adjust their human resource allocation mode, improve work quality and drive their development. For social and economic management, human resource allocation is to fully and reasonably apply all human resources in the society to social production and economic activities. According to the current economic situation, the importance of human resource allocation has become increasingly prominent. This paper expounds the human resources allocation mode and its function, summarizes the problems and shortcomings, this paper takes the human resources allocation mode as the main research object, optimize the human resources allocation mode.

Keywords: Human resource allocation, Google.

1. The multiple significance of human resource allocation

1.1. National economic significance

For enterprise management, human resource allocation is to maximize people, assets and income in the process of enterprise operation and production, and optimize human resource allocation mode is conducive to social and economic development. Human resource allocation can fully stimulate workers' potential potential and potential creativity. Adjusting social resources, improving national quality and enhancing international competitiveness can be realized through scientific and reasonable allocation of human resources.

1.2. Enterprise significance

For enterprise management, the allocation of human resources is to maximize people, assets and income in the process of enterprise operation and production. Optimizing the allocation mode of human resources is conducive to the improvement of enterprise management. The allocation of human resources stimulates the resource potential of the enterprise, and human resources are related to the competitiveness of the enterprise. To stimulate the resource potential, the rational use of human resources in the business activities of the enterprise can give play to the role of human resources and enhance the core value and competitiveness of the enterprise. Scientific and reasonable allocation of human resources can avoid its disadvantages and enhance its advantages, so as to meet the interests of enterprises to maximize the pursuit. Orderly planning of enterprise human resources, so that every employee in the most appropriate position, further contribute their own strength to the enterprise, the individual interests of employees and the overall interests of the enterprise [1].

1.3. Significance of personnel management

From the perspective of labor and personnel management, the allocation of human resources refers to the reasonable allocation of jobs within the organization by certain ways and means for workers inside and outside the organization. Scientific and reasonable allocation is needed to improve the overall value and optimize the allocation mode of human resources is conducive to better labor and personnel management. Adjust the interpersonal relationship within the organization, through the scientific allocation of human resources, can be complementary staff resources integration, in order

to reduce work contradictions, better improve work efficiency, achieve the effect of one plus one is greater than two, and contribute more strength [2].

2. How to optimize human resource allocation

2.1. Unleash the potential of human resources in enterprises

Scientific and reasonable allocation of human resources can stimulate the potential of enterprise human resources, human resources is a treasure deposit, rational use will bring infinite possibilities to the enterprise, human resources is the cornerstone of enterprise development, determines the quantity and quality of each resource, and then relates to the overall strength of the enterprise. Through the understanding and analysis of talents, enterprises can get the optimal human resource allocation scheme. The stimulation of human resources by enterprises not only includes the excavation of the value of talents, but also includes the excavation of the intrinsic value of enterprises, that is, the combination of personal interests and the enterprise's future blueprint to better stimulate the enthusiasm of employees. Human resource allocation is the end point of human resource management in enterprises. People should try their best to make use of their abilities [3].

2.2. Maximize competitiveness

Scientific and reasonable allocation of human resources can maximize the potential of human resources, promote the formation of healthy competition within the enterprise to improve organizational competitiveness, and integrate with the enterprise system rules, so as to ensure the rationality and effectiveness of resource integration, and finally achieve the ultimate goal of human resources allocation. Allocate employees to the best positions, serve as fresh blood for enterprise operation through the allocation of human resources, consolidate the foundation of the enterprise, clarify corporate strategic goals, improve work efficiency and publicize corporate culture.

2.3. Optimizing strategy

The Washington law of cooperation is when one gets things done, two prevaricate, and three never get anything done. It shows that the cooperation between people is not the simple addition of human resources, but much more complex. It is also because of this that enterprises should make scientific and reasonable allocation to stimulate the potential of human resources and maximize their competitiveness in optimizing human resources mode [4].

3. Case study of Google human resource allocation mode

3.1. About Google

Google Inc. was founded on September 4, 1998, by Larry Page and Sergey Brin, and is recognized as the world's largest search engine company. Google is a multinational technology enterprise located in the United States. Its business includes Internet search, cloud computing, advertising technology, etc. At the same time, it develops and provides a large number of Internet-based products and services, and its main profit comes from keyword advertising and other services.

In the second half of 1999, the Google website "Google" was officially launched. On March 23, 2010, it announced that the search service in the market of Chinese Mainland would be closed. In 2015, it ranked first among the "World Top 500 Brands" in 2015, with Apple and Amazon ranking second and third respectively. On June 8, 2016, the 2016 BrandZ Global Top 100 Most Valuable Brands List was released, which ranked first among the top 100 brands with a brand value of US \$229.198 billion. In February 2017, Brand Finance released the 2017 Global Top 500 Brand List, ranking first. In June 2021, the "Top 100 BrandZ Most Valuable Global Brands in 2021" announced that Google ranked third.

Google is headquartered in Mountain View, California, the United States. Google has set up a variety of employee welfare programs, and the daily office environment is easy. Make full use of the role of data analysis to minimize the occurrence of redundancy or shortage of employees. Google's employees come from the best in their respective professional fields. They are all knowledge-based employees with relatively strong work ability and cultural quality, which also lays the foundation for Google to become a world leader [5].

3.2. Organization Structure

(1) Pay attention to the physical and psychological needs of employees. Google is a company with innovative talents, and the hard work and cooperation of a knowledge-based employee can bring about Google's current achievements. Google uses various effective methods and approaches, such as big data analysis, to understand employees so that these knowledge workers can release their abilities and make selfless contributions to the company with full enthusiasm. Basically meet the life needs of enterprise employees, respect their personality, care about their life, pay attention to their emotions, provide a deeper development platform for these knowledge-based employees, and create a good corporate culture atmosphere.

(2) Create a relaxed and good working environment. Google adopts a small team management model, which can give more employees a sense of responsibility and improve the working atmosphere so that the team has decision-making power. On the other hand, such a management model can lower the team's negotiation cost, facilitate discussion of research and development, and improve work efficiency.

(3) Overall planning of talent management. Google uses an advanced systematic management talent model, emphasizing standards, norms, systematic management systems and supporting management measures to maximize various resources. It is not only necessary to formulate a reasonable plan, reasonably plan every link and detail of talent management, practically and reasonably arrange all work, properly handle the management of employees, but also to adopt modern management measures, systematically and comprehensively complete all management work, consider various consequences, and store and process all information of human resource management with the help of advanced network space.

(4) Give play to and strengthen the management functions of HR. In the modern economic society, HR functions are freed from administrative work and directly participate in various management work of the enterprise. At Google HR, it cooperates with the small team management mode and participates in the distribution of team members. HR undertakes various innovation parts of the enterprise as a strategic partner and operator.

(5) Management department informatization. With the maturity of network technology, the management department uses network technology to manage employees, from oral notification and written document notification to the current way of sending work to employees by email. This method is convenient and accurate, and it is convenient for employees to keep work records, summarize and track projects later. At the same time, the information-based management is also convenient for leaders to communicate with employees through email, creating a harmonious working atmosphere, thereby improving work efficiency.

3.3. Personnel composition

(1) Google CEO

The CEO of an enterprise is the lifeblood of an enterprise. In Google, the CEO is not a dictator. He is based on the masses and the opinions and interests of most employees. He carries out the "people-centered" management philosophy, which mainly lies in giving full play to the enthusiasm, creativity and initiative of employees. He gathers various ideas and views of employees for comprehensive consideration. Google CEO believes that human resources are the first resource of an enterprise and the most valuable, and constantly seeks new human resources in various ways. He hopes that all engineers and designers of the enterprise can put forward ideas and pool their wisdom.

Actively promote the introduction of talents, attach importance to organizational activities with employees, and a series of reports will be open to employees to increase their understanding of the enterprise, increase their sense of belonging to the enterprise, and enhance mutual trust and understanding [6].

Google conducts flexible management. The CEO encourages employees to actively realize their own ideals and psychologically makes them willing to contribute to the company. Give priority to awards, supplemented by punishments. Use the methods of psychology and behavioral science to study the psychological phenomena of employees and understand their psychological needs, so as to improve work efficiency. The CEO of Google has enhanced the welfare treatment for employees and their enthusiasm for work so as to create more profits. Google continues to improve the happiness of its employees, especially providing maternity leave plans for female employees. Google also provides various attractive perks. There are three free meals a day, free commuting, and baby coupons.

(2) Employees

Google employs strict recruitment methods. Each candidate needs to communicate with six examiners. The interview standard is high and the process is strict. Most of Google's employees are engineers, who are busy researching and developing programs. In addition to free lunch and snacks, there are also free hair cutting, laundry and medical services at Google, as well as 24-hour gyms, yoga classes, nutritionists, massage services, etc.

The salary income of Google employees is very substantial, and employees can also hold company shares, which is more attractive. Google gives employees free and independent working time, and employees also have 20% of the time for self selected projects. In addition, the company has established an assessment mechanism to assess the top 5% and 10% of employees in order to stimulate employees' innovation. The company will also prepare sufficient awards and honors.

(3) HR

Google HR has been freed from the traditional administrative work, directly participated in various management work of the enterprise, and jointly provided excellent logistics services with the administrative department. Adhering to the concept of "finding talents, cultivating talents, and retaining talents", Google HR is committed to recruiting outstanding talents. HR provides employees with advanced innovative services, and its main function is to attract and encourage all kinds of talents that the enterprise is short of and needs. Rich salary system and activities such as organizing employees to share value meet various needs of employees. Google focuses on long-term HR development, training and improving the value of employees.

(4) Analysis of Google's human resource allocation model

1) Human resource allocation model based on person post relationship

This configuration mode is mainly used to optimize the quality of human resources of each department through various links in human resources management, and match positions according to the value of employees [7].

At Google, we attach great importance to the recruitment of talents, interview with high standards and requirements, establish smooth feedback channels, and build a team with rich human resources. Google improved the management function of HR, directly participated in various management work of the enterprise, combined horizontally and vertically, adopted advanced management measures, completed various management work, and stored and processed human resource management information. In addition, Google has strengthened the contact with its employees, and the information is unblocked. Employees can also take their pets to work and enjoy excellent medical care services, enhancing their sense of belonging. Google has always been able to trust employees, encourage them to improve their academic qualifications and skills, and constantly tap their potential. In addition, they also care about the physical and mental health of employees.

2) Mobile human resource allocation mode

This mode ensures the quality of human resources for each position in the enterprise through the relative movement of personnel from top to bottom and from left to right. It is manifested in the form of promotion, demotion and transfer.

The first task of Google HR management is to manage knowledge talents. Knowledge is the basic reserve for the development of enterprises and countries, and the premise of all intellectual activities. HR formulates a series of systematic appraisal systems, through which each employee can better position his/her position. HR measures their ability or contribution to the company not only in terms of work ability or workload, but also in many aspects, such as solidarity with colleagues and respect for leaders. As for time management in Google's corporate culture, Google fully believes in employees and gives them the control over working hours. Employees can freely arrange their time according to their own preferences. HR will also check whether employees have achieved time management and improved their work efficiency. HR matches the most appropriate human resources for the company's positions through the assessment system [8].

3) Mobile human resource allocation model

This mode is to ensure the quality of each position through the internal and external mobility of employees. The specific forms are placement, adjustment and dismissal.

In order to reduce the turnover of employees, Google provides maternity leave plans for female employees to become "new mothers". After giving birth, female employees can get 12 weeks of paid maternity leave. At first, this plan was only used in California. Later, the plan was adjusted and changed. All new mothers of Google can have five months of paid maternity leave. During this period, they can also enjoy full wages and other benefits, these holidays are also divided freely by the new mother. Google reasonably places each employee and provides them with various benefits and different types of extra allowances [9].

4. Optimization of human resource model

Based on a series of measures such as small team management mode and flexible management adopted by Google and the remarkable achievements of Google in the top 100 most valuable global brands, it can be seen that the research on the improvement of human resource allocation mode includes strengthening the resource management of the personnel department and improving the performance appraisal system; Clarify job responsibilities and expand talent reserves; Strengthen dynamic observation and detect the degree of personnel post matching; Implement corporate culture construction and improve employees' perceived value.

4.1. Strengthen the resource management of the personnel department and improve the performance appraisal mechanism

The lack of targeted human resource allocation mode will affect the promotion of an enterprise's human resource management. Therefore, it can be seen that a perfect and efficient human resource allocation mode is very important. As for HR, HR should be released from the traditional administrative work, participate in the management of enterprises, and develop a sound performance appraisal system. From the perspective of the overall development of the company, the personnel department carries out management activities in strict accordance with the rules and regulations. When adopting the flow allocation method, the personnel department should be more cautious and reasonable in the use of dismissal, adjustment, placement and other means to promote the flow of talents, and try its best to reduce the negative impact of the flow of talents. For employees, the implementation of the performance appraisal system can release their enthusiasm for work, so as to improve the efficiency of the enterprise [10].

4.2. Clarify the job responsibilities and expand the talent pool

Carry out human resource management, set responsibilities well, clarify corporate post objectives, and let employees have a good cognition of their own position and corporate culture. Employees can also submit the application for post transfer to the personnel department, so as to improve the effect of human resources allocation. Clarify the position responsibility to assist the enterprise's

development strategy, so as to realize the rational allocation of human resources. Optimize the mode of human resources and improve the quality of talents to provide more value for enterprises.

4.3. Strengthen dynamic detection to detect the degree of person post matching

The work of HR will be infiltrated into various management work, the quality of management work will be monitored at any time, and a perfect and efficient performance appraisal system will be established. In addition, the staff unity, physical and mental health and other issues will also be emphasized to create a good atmosphere. After completing the allocation of human resources, we will not only pay attention to the workload and work efficiency of employees, but also check whether employees are united with colleagues, and optimize the allocation of human resources through promotion, transfer, promotion and other ways. Through reasonable talent evaluation and dynamic allocation means, we can give play to the advantages of talents, give play to more manageable value for enterprises, and realize the organic combination of talents and enterprises.

4.4. Implement corporate culture construction and improve employees' perceived value

The construction of enterprise culture has multiple meanings. The enterprise should pay attention to the humanistic care and the physiological and psychological health development of its employees. It is because the employees feel the care of the human resources department and the enterprise, so that the employees can enhance their sense of identity with the post and sense of belonging to the enterprise, thus forming a good corporate cohesion, forming a positive impact on the employees, and creating a harmonious and comfortable cultural atmosphere within the enterprise. A good corporate culture construction and a positive corporate culture atmosphere are conducive to improving the effectiveness of human resources allocation.

5. Conclusion

The human resource allocation mode is of great significance to the national economy and the people's livelihood of enterprises. Take Google as an example to analyze the organizational structure and personnel composition, optimize the allocation mode and release the enthusiasm of employees, so as to provide more value for enterprises.

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