

Analysis of Human Resource Management Trends and Innovative Approaches in the Era of Sharing Economy

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Abstract: Based on the analysis of human resource management trends and innovation in the era of sharing economy, this paper discusses the innovation paths in the era of sharing economy through the three aspects of human resource recruitment and selection, human resource training and development, and employee relationship management, and concludes that the trends of human resource management based on the era of sharing economy are mainly reflected in the co-operation with third-party service providers and management, the application of new technologies and tools, flexibility, and the use of new technologies and tools, technologies and tools, flexibility and personalised employee care, and the importance of socialising and networking. The conclusion will provide useful reference for HRM in the era of sharing economy and promote the innovative development of HRM in the new era.

Keywords: Sharing Economy; Human Resource Management; Trends; Innovative Ways.

1. Introduction

With the rapid rise of the sharing economy, the traditional human resource management model is facing great challenges. The sharing economy has changed people's consumption and production methods with its convenient and efficient features, and has brought unprecedented impact to traditional enterprises and human resource management. In the era of sharing economy, human resource management needs to adapt to the rapidly developing sharing economy, and should pay attention to innovation and change in order to cope with the challenges in the new situation.

2. The Impact of the Sharing Economy Era on Human Resource Management

2.1. The Concept and Characteristics of Sharing Economy

Sharing economy refers to the sharing economic model that matches idle resources or personal skills with those in need through an online platform to achieve the sharing and utilisation of resources. Compared with the traditional economic model, the sharing economy has the following characteristics.

Sharing economy breaks through the shortage of resources in the traditional economy. In the past, the utilisation of resources was often limited, whereas the sharing economy improves the utilisation of resources by reusing idle resources through the establishment of online platforms.

The sharing economy brings consumers and producers closer together. In the traditional economic model, there is often a certain distance between consumers and producers, preventing direct communication. In contrast, the sharing economy removes spatial constraints through the creation of online platforms, allowing for direct dialogue between consumers and producers, which can more accurately meet demand.

The sharing economy promotes social interaction and co-

operation. Sharing economy focuses on communication and cooperation between people, and through the establishment of online platforms, it makes the sharing of resources no longer a simple transaction,[2] but a form of social mutual assistance. In the era of sharing economy, people can help each other by exchanging skills and sharing experiences, thus establishing a good atmosphere of community cooperation.

Sharing economy has the characteristics of breaking through the shortage of resources, bringing consumers and producers closer together, and promoting social interaction and cooperation. These features have challenged the traditional human resource management model, and the traditional human resource management model needs to adapt to the development of the sharing economy era and innovate a human resource management method that adapts to the sharing economy.

2.2. Challenges of the Sharing Economy to the Traditional Human Resource Management Model

The rise of the sharing economy makes the traditional human resource management model face great challenges. Traditional human resource management is mainly based on the mode of fixed employment relationship, in which enterprises provide a stable labour force by hiring employees and manage them through formal contracts, wage systems and so on. However, in the era of sharing economy, people tend to be more flexible in their employment, for example, the rise of the odd job economy has led many people to choose to work as freelancers and provide their own labour through sharing economy platforms, instead of relying on fixed employment relationships.

This trend has brought a series of challenges to the human resource management of enterprises. Firstly, companies need to face the increased mobility of their employees. In the era of the sharing economy, people seek more flexibility and freedom, and they are free to choose to work on different platforms or engage in different odd jobs. This increased mobility makes it difficult for enterprises to maintain a stable labour supply. In the traditional HRM model, companies can

build a stable workforce through long-term employment, but this becomes difficult in the era of the sharing economy.

The sharing economy also brings about the blurring of the employment relationship. In traditional HRM, the employment relationship is clear, and the enterprise enjoys greater control over its employees. [3] In the era of sharing economy, the employment relationship under the platform economy model becomes blurred. Although the sharing economy platform has certain constraints and regulatory mechanisms, the platform has relatively little control over individual practitioners, making it difficult to comprehensively manage and constrain employees like traditional enterprises.

The rise of the sharing economy has also brought about increased competition in the labour market. Sharing economy platforms have given more people the opportunity to enter the labour market, leading to an increase in labour market supply. This has led to greater competitive pressure on companies to recruit and retain talent. In the traditional human resource management model, enterprises can attract and retain talents through high compensation and benefits, but in the era of sharing economy, this approach is no longer applicable.

Facing the above challenges, enterprises need to seek innovative ways of human resource management. First, enterprises can change their thinking and use sharing economy platforms as a channel for talent recruitment. By cooperating with the platform, enterprises can reach more talents with specific skills, thus realising a diversified talent supply.

Enterprises can also adopt a flexible working model. The sharing economy era pursues flexibility and freedom, and companies can give their employees more flexible working hours, such as flexible working hours and telecommuting. This can not only meet the needs of employees, but also improve their efficiency and satisfaction.

The sharing economy brings many challenges to the traditional HRM model, but it also provides an opportunity for companies to explore innovative HRM approaches. By changing their thinking and adopting flexible working modes, enterprises can adapt to the changes in the sharing economy era and realise the innovation and upgrading of human resource management.

2.3. Innovative Ways of Human Resource Management in the Sharing Economy Era

In the context of the sharing economy era, HRM faces new challenges and opportunities. Traditional HRM can no longer meet the needs of the development of sharing economy, so it is necessary to actively explore innovative ways. The following are some innovative ways of HRM that can be applied in the era of sharing economy:

Introduce flexible working system. The rise of the sharing economy era provides an opportunity for the promotion of flexible working system. The traditional 9-5 working pattern can no longer meet people's needs, and a flexible working system can better match the nature of the sharing economy. Through the introduction of a flexible working system, employees can organise their working hours and locations according to their own circumstances and needs. As a result, employees will be more productive and motivated, while also achieving a better work-life balance.

Build a shared employee team. The core concept of the sharing economy is to share resources and information,[4] and shared employee teams can better realise this concept.

Shared employee teams can be composed of employees from different departments and positions, flexibly mobilising resources and skills to provide a variety of HR support and services. This kind of sharing can better meet the different needs within the enterprise, and at the same time can better adapt to external changes and market demand.

Promote talent cultivation and development. In the era of sharing economy, the training and development of talents become especially important. The traditional training model can no longer meet the rapidly changing market demand, so it is necessary to innovate the way of training and development. One feasible way is to provide employees with various opportunities for independent learning, communication and cooperation through sharing economy platforms and communities. This can not only enhance employees' competence and professional knowledge, but also cultivate their innovative thinking and teamwork skills.

Establish a cross-border cooperation network. The development of the sharing economy era cannot be separated from cross-border cooperation and innovation. The human resources department can actively promote the establishment of cross-border cooperation networks and cooperate with other related enterprises or organizations. By sharing resources and information, the optimal allocation and use of resources can be achieved. In this way, efficiency and competitiveness can be improved, and more opportunities and resources can be obtained at the same time.

Human resource management in the context of the sharing economy should have continuous innovation and improvement. Through the introduction of flexible work systems, the establishment of shared employee teams, the promotion of talent cultivation and development, and the establishment of cross-border cooperation networks and other innovative ways,[5] it can better cope with the changes and challenges brought about by the sharing economy. Only by constantly adapting and innovating can we succeed in the era of sharing economy.

3. Human Resource Recruitment and Selection in the Sharing Economy Era

3.1. Talent Demand and Recruitment Strategy in the Era of Sharing Economy

The rise of the sharing economy presents new challenges and opportunities for human resource management. In this era, the demand for talent and recruitment strategies have also changed.

The characteristics of the sharing economy determine the demand for diverse talents. While traditional enterprises usually focus more on professional skills and industry experience when recruiting, in the era of sharing economy, enterprises need to have a wider range of skills and abilities. This means that companies need to focus more on the overall capabilities and potential of candidates when hiring. For example, a sharing economy platform company may pay more attention to a candidate's innovative thinking, communication skills, and teamwork when hiring.

Innovation in recruitment strategies is key in the sharing economy. Traditional recruitment methods can no longer meet the needs of sharing economy companies. This requires companies to adopt more innovative recruitment methods to attract and screen suitable talents. For example, some sharing

economy platform companies will release recruitment information through online platforms and social media, and use big data analysis technology to make intelligent matches to improve efficiency and accuracy. Some companies will also adopt a trial period to assess candidates' adaptability and potential to ensure the accuracy of recruitment.

In addition, the demand for talent in the sharing economy era tends to be more flexible and diverse. While traditional companies recruit long-term, stable, full-time employees, the demand for talent in the sharing economy is more flexible. For example, sharing economy platform companies are more inclined to recruit freelancers, part-timers, or project partners to meet the need for flexibility and cost-effectiveness.

3.2. Innovative Talent Selection Methods and Tools

In the era of sharing economy, HR recruitment and selection become more important and complex. Traditional interviews, resume screening and other methods are gradually difficult to adapt to the rapid development of the sharing economy and diversified talent needs. Therefore, innovative talent selection methods and tools have become an important topic in the field of human resource management.

With the rapid development of information technology, online recruitment has gradually replaced the traditional offline recruitment methods. Through the online platform, job seekers can more conveniently search for positions, submit resumes, and participate in online interviews. Employers can also obtain more information about job seekers through online recruitment platforms, conduct data analysis, and improve the efficiency and accuracy of recruitment, so as to more accurately select suitable talents.

In addition, innovative talent assessment tools have become an important aid to HR recruitment and selection. Traditional interviews and resumes cannot fully demonstrate the comprehensive quality and potential of candidates, while talent assessment tools can effectively evaluate the cognitive ability, interpersonal skills, innovation and other key abilities of candidates. Through the use of scientific and objective talent assessment tools, employers can more comprehensively and accurately assess the adaptability and development potential of candidates, and improve the quality of recruitment and selection.

Innovative talent selection methods also include simulation training, team projects and other forms. By participating in real work scenario simulations,[6] candidates are able to demonstrate their professional skills and problem-solving abilities. Team projects, on the other hand, can assess candidates' performance in teamwork, communication and leadership skills. These innovative selection methods can be closer to the actual work needs and help employers better predict candidates' performance and adaptability.

3.3. Talent Assessment and Performance Management in the Sharing Economy Era

In the era of sharing economy, human resource management faces new challenges and opportunities. Assessing talent and managing performance have become important means for enterprises to improve competitiveness and achieve sustainable development. To address this issue, talent assessment and performance management in the sharing economy need to be innovative and adaptive to cope with the new industry and new needs.

Talent assessment in the era of sharing economy needs to

abandon the traditional evaluation system and adopt more flexible methods. The traditional evaluation system relies on fixed indicators and standards, which cannot adapt to the rapid changes and diversified development of the sharing economy. Therefore, companies can adopt a regular 360-degree evaluation to fully understand the performance of employees in different tasks and projects. Indicators related to the sharing economy, such as individual value creation, teamwork ability and customer satisfaction, can also be introduced to comprehensively assess the contribution and capability of talents.

Innovative approaches to performance management become particularly important in the sharing economy. The sharing economy comes in many forms, and performance management in enterprises must be flexible and adaptable to various work patterns and characteristics. For example, data analytics and artificial intelligence, real-time monitoring and prediction of performance data,[7] timely adjustment of talent allocation and performance goals to improve operational efficiency and quality.

Talent assessment and performance management in the sharing economy era needs to focus on employee development and motivation. The sharing economy model focuses on individual autonomy and creativity, so companies should establish a good learning and growth environment and give employees more training and development opportunities. At the same time, flexible incentive mechanisms, such as performance-based pay awards, equity incentives and project bonuses, can also be used to stimulate employee motivation and creativity.

4. Human Resource Training and Development in the Era of Sharing Economy

4.1. Training Needs and Challenges in the Era of Sharing Economy

The rapid development of the sharing economy has brought new needs and challenges to HR training. Firstly, the characteristics of sharing economy determine the diversity and individuality of training needs. Practitioners on the sharing economy platform come from different backgrounds and have different skills and experiences, so their needs for training are also diverse. Some may need to upgrade their vocational skills, some may need to understand the latest trends and developments in the industry, while others may need to understand how to better communicate and interact with consumers. Therefore, HRM needs to design and provide a wide range of training courses and activities to meet the individual needs of practitioners according to different needs. Second, the sharing economy poses challenges for training. On the one hand, the rapid development of the sharing economy means that HRM needs to keep abreast of new changes and requirements in the industry in order to update training content and methods. On the other hand, practitioners of sharing economy platforms are usually freelancers or part-timers who have limited time and energy. Therefore, HRM needs to design flexible training modes and methods to accommodate the working hours and needs of the practitioners. Innovative training models and methods are also essential in the era of the sharing economy. [8] One innovative training model is online training. Through online platforms, HRM can provide rich and diverse training

resources and allow practitioners to choose to learn according to their needs and time. This model can improve the flexibility and efficiency of training and meet the individual needs of practitioners.

In addition, training in the era of sharing economy also needs to focus on practice and case analysis. The traditional training model is often too theoretical and difficult to combine with practical work. And practitioners of the sharing economy platform pay more attention to practical ability and problem-solving ability. Therefore, human resource management departments can use case studies and practical exercises to enable practitioners to better master knowledge and skills and apply them to practical work.

In conclusion, the era of sharing economy has brought new needs and challenges to HR training. HRM needs to design and provide diversified and personalised training courses and activities in line with changes in industry development. Innovative training models and methods, such as online training and practical case studies, are also essential. In addition, performance appraisal and career development need to be adapted to the characteristics of the sharing economy platform. Through these innovations and changes, HRM can better facilitate the growth and development of sharing economy practitioners.

4.2 Innovative Training Models and Methods

In the era of the sharing economy, the methods and approaches of HR training must also evolve with the times. Traditional training modes can no longer meet the needs and challenges of human resource management in the sharing economy. Therefore, in order to improve the training effect and training participation, we need to introduce some innovative training modes and methods.

Adopt an online learning platform for training. In the era of sharing economy, the rapid development of the Internet and digital technology provides convenient conditions for online learning, and employee training is no longer limited by time and space. This greatly improves the flexibility and timeliness of training.

4.2. Promote Social Learning Methods.

The sharing economy focuses on connecting and communicating between people, and social learning fits right in with this. Social learning promotes learning and interaction among employees through teamwork, discussion, and shared experiences.[9]. This interaction can help employees better understand and apply training content, while also promoting team cohesion. Practical learning. The sharing economy era emphasises result-orientation and practice-orientation, and employees are eager to learn and apply knowledge through practical operation. We can design training activities and projects that allow employees to learn and reflect on their actual work. Through practice, employees can understand the training content more deeply and apply it in their work practice. HR training in the era of sharing economy needs innovative modes and methods to meet the needs of the times. Online learning, social learning, practice-based learning and case study are all effective training methods. By adopting these innovative methods, we can improve the training effect and cultivate excellent talents who can adapt to the sharing economy era.

4.3. Performance Evaluation and Career Development in the Sharing Economy

Era In the sharing economy era, the focus of human

resource management has shifted from traditional performance appraisal to performance evaluation and career development. Sharing economy platforms rely on the service ability and performance level of individuals, so evaluating and developing employee performance has become a crucial aspect.

Sharing economy platforms need to establish a scientific and objective performance appraisal system. In traditional enterprises, a combination of qualitative and quantitative methods is usually used to assess performance, but in the era of the sharing economy, due to the specificity of the work, it is no longer possible to adapt to the requirements of the new situation by relying solely on traditional performance evaluation methods. Therefore, sharing economy platforms should explore more personalised and flexible performance evaluation methods.

Career development in the sharing economy era also requires innovation. In the past, it became the traditional career development path for employees to work in an enterprise for many years, accumulate experience and get promoted. On the sharing economy platform, employees often work part-time or on a temporary basis,[10] and they want more opportunities to showcase their abilities and talents. Therefore, sharing economy platforms can build an open career development system to help employees achieve self-improvement and career advancement by providing mechanisms such as training, skill certification, and project evaluation. The platform should also provide employees with more diversified career choices and encourage them to try their hand at different fields and positions so as to improve their overall abilities and competitiveness.

Performance evaluation and career development in the era of sharing economy also need to pay more attention to the individual differences of employees. In traditional enterprises, performance evaluation and career development are often conducted according to uniform standards, but on a sharing economy platform, employees have different characteristics and abilities. Therefore, the platform can tailor-make personalised performance assessment and career development programmes by listening to employees' needs and opinions.

5. Employee Relationship Management in the Sharing Economy Era

5.1. Employee Incentives and Benefits Management in the Sharing Economy Era

In the era of sharing economy, employee incentive and welfare management has become an important issue in organisational management. The traditional compensation system can no longer meet the needs of employees, so organisations need to be innovative in designing incentives and welfare policies. Firstly, organisations can motivate employees by providing a flexible remuneration system. Employees in the sharing economy era pay more attention to personal development and growth, and they want to receive rewards that match their contributions. Therefore, organisations can use performance bonuses and equity incentives to stimulate employees' motivation and creativity.

Secondly, welfare management also needs to keep up with the times. Employees in the sharing economy era place more emphasis on work-life balance, and they want better benefits. Therefore, organisations can offer flexible working hours and telecommuting to meet the individual needs of employees. In

addition, organisations can provide training and learning opportunities for employees to continuously improve their abilities and build promotion channels for them.

In addition, employees in the era of sharing economy are more concerned about corporate social responsibility and cultural construction. Organisations can enhance employees' sense of belonging and identity by carrying out public welfare activities and establishing corporate culture,[11] among other things. This can not only improve the loyalty of employees, but also attract more excellent talents to join the organisation.

In conclusion, in the era of sharing economy, employee motivation and welfare management are an important part of organisational management that cannot be ignored. Organisations need to innovatively design incentives and welfare policies according to the characteristics and needs of employees, so as to improve employee motivation and satisfaction, and then promote the sustainable development of the organisation.

5.2. Employee Participation and Communication in the Sharing Economy Era

Employee participation and communication in the era of sharing economy is a crucial part of human resource management. In traditional employee relationship management, employees often just accept decisions from their superiors and lack the opportunity to participate and express their opinions. However, in the sharing economy, employee engagement and communication have become more important and necessary.

Employee engagement in the sharing economy can be achieved by establishing open communication channels. Companies can use a variety of methods, such as organizing regular company meetings, workshops and team activities, to provide employees with opportunities to express their opinions and share their views, and can also achieve this by promoting employee autonomy in decision-making and teamwork. Under the traditional management model, employees often just passively accept tasks and instructions. In the era of sharing economy, companies can encourage employees to participate in team decision-making and project planning to stimulate their creativity and initiative.[12] Companies can also promote co-operation and communication among employees through team sharing and collaboration to improve work efficiency and quality. Employee engagement and communication in the era of sharing economy is an important topic in human resource management. Companies need to provide more opportunities for employees to participate and express their opinions through open communication channels, employee-driven decision-making and teamwork, and the support of technology and online platforms. Only in this way can companies better utilise the creativity and potential of their employees to achieve continuous innovation and development in a competitive market.

6. Conclusion

The era of sharing economy, human resource management

needs to focus on social responsibility and sustainable development. The rise of the sharing economy model makes it possible to share benefits, but also brings a series of social problems, such as labour rights and interests and platform transparency. HRM needs to focus on the protection of employee rights and interests and actively participate in the fulfilment of social responsibility. At the same time, it also needs to pay attention to environmentally sustainable development, reduce consumption of resources through rational human resource management, and achieve a win-win situation for the economy, society and the environment. HR departments need to adapt to the changes in the sharing economy model and continuously innovate management methods and approaches to meet the needs of employees and improve the competitiveness and sustainability of enterprises. Human resource management in the era of sharing economy will become an important support and competitive advantage for the sustainable development of enterprises.

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