

Application of Organizational Behavior and Data Analysis in Contemporary Human Resource Management

Abudoukadierjiang Rouzi
Business School, Sun Yat-Sen University, Guangdong Guangzhou, China

Abstract: Human resource management relies on the ability of an organization to interpret and predict its behaviors, including the behaviors and attitudes of individuals and groups in the organization, as well as their satisfaction, commitment, performance, etc. Organizational behavior research is to determine the decisive factors of attitude and behavior and the further results including organizational effectiveness. As one of the main branches of behavioral science, organizational behavior, which integrates the knowledge of psychology, sociology, anthropology and engineering, which is a multi-disciplinary interdisciplinary marginal discipline. The application of behavioral organization to human resource management can actively and effectively coordinate the relationships among all aspects, and truly achieve people-centered management. With the development of modern society and the improvement of market economy, the theory of motivation of behavioral organization can greatly tap the potential of human resources.

Keywords: *Organizational Behavior, Data Analysis, Human Resource Management, Sociological Analysis, Enterprise Development*

I. INTRODUCTION

The management of human resources is an important issue in enterprises, which is related to the development and future trend of enterprises. Many enterprises in our country have innovated many ways and made various researches in human resource management, among which there are discussions on the role of organizational behavior to optimize the enterprise management structure. Human resource management is the difficulty that enterprises need to break through. If we can apply organizational behavior science to the management form scientifically, we can make the company's operation system more optimized and bring good development opportunities to enterprises. Human resource professionals need to deal with a variety of different issues, such as building a talent pool and mastering the technology as a human resource management tool.

Organizational behavior is a systematic approach to the application and research of middle behavior knowledge of individuals, groups and organizations. In other words, organizational behavior explains the relationship between people and organizations for individuals, groups, organizations and even the whole social system. Its purpose is to establish a better relationship through the realization of human goals, organizational goals and social goals. As mentioned above, organizational behavior covers a wide range of topics, such as human behavior, change, leadership, team, etc. Organizational behavior studies the behavior of individuals and their organizations in a workplace. It is an interdisciplinary field, including sociology, psychology, communication and

management. Modern theorists divide organizational behavior into five parts: individual, formal organization, informal organization, integration process and physical environment. Each part is essential, and there is no one in the system that can exist alone. This systematic method is the basis of modern organization theory established in behavioral science research.

The human resource management of an enterprise is also to achieve the strategic goal of an enterprise through the management of people's enthusiasm. Therefore, the objectives of organizational behavior and human resource management of an enterprise are consistent and coincident. As the main body of enterprise human resource management, human is also the object of enterprise human resource management. In the case of enterprise strategic objectives, management structure and infrastructure improvement, the development of enterprise depends on human management. Organizational behavior focuses on the systematic development of human resources and the rational decision-making of managers. In the human resource management of enterprises, we should not only guide the negative psychology and behavior of employees, but also pay attention to the guidance and cultivation of positive psychological behavior. To some extent, positive organizational behavior has improved the research structure of organizational behavior, and can manage human resources in a new way of thinking.

II. THE PROPOSED METHODOLOGY

Organizational Behavior Analysis. The application of organizational behavior is a good way to optimize human resource management, in which the emphasis on personnel and related incentive mechanism can be used for reference by enterprises. Organizational behavior can be used to systematically manage human resources. In the process of human resource management, enterprises should make a detailed cognition from the essence of organizational behavior, formulate relevant management systems, and deal with the relationship between individuals and collectives. The addition of organizational behavior can reasonably reflect the value of human resource management system and optimize the management system. Organizational behavior can also be developed in the reference and planning of enterprise human resource management. On this basis, we should innovate the way and mechanism, and make a targeted analysis of human resources. Combined with the actual situation of the company's operation, establish a suitable mode and route for the enterprise's own development, and optimize the internal structure.

Behavior organization plays a very important role in human resource management of the company. The employment, training, performance control, salary management, job hopping management, employee relationship processing, employee

health and safety and other aspects of employees need behavior organization to play an effect. Behavioral organization is very important to the management of a company. Whether an organization has a certain vitality mainly depends on the enthusiasm of its members, and whether the organization of the company has the possibility of long-term development also comes from its cohesion with its members. Therefore, the managers of the company must apply the organizational behavior to the actual management of the company, improve the staff allocation, so that every staff can exert their own talents. At the same time, everyone is closely connected with the company. The development goal of the company is the development pursuit of the employees themselves. Unify the company's cultural concept with the employees' own values to realize the employees' own values. Not only that, but also a reasonable arrangement of staff allocation, which is conducive to dealing with the company's internal interpersonal communication and improve work efficiency. The managers of the company must always encourage employees to establish correct thinking values and improve their team awareness. Let the development goals of employees reach an agreement with the development goals of the company to ensure the scientific development of the company.

The development of the enterprise needs to take into account the internal and external environment of the enterprise. The change of the external market environment causes the change of the internal environment of the enterprise, and the enterprise can achieve the development goal only by realizing the coordination and interaction between the external environment and the internal environment. In the development of enterprises, on the one hand, they are faced with the competitive power of open market space, on the other hand, they are affected by the changes of the overall economic situation. In the complex environment, the only way for an enterprise to achieve development is to pay attention to the development of human resources, give full play to the advantages of talents within the enterprise, and improve the development performance of the enterprise. Organizational behavior can provide scientific research on people's behavior attitude and behavior style, which plays an important role in improving enterprise performance and bringing talent potential into play. In the face of complex environment changes, the introduction of organizational behavior theory can improve the scientific level of human resource management.

Motivation is a kind of booster, which urges people to try their best to meet some of their inherent physiological and psychological needs. The main needs theory includes Maslow's needs hierarchy theory, Herzberg's needs two factor theory, and McClellan's needs classification. Maslow put forward the theory of hierarchy of needs in 1943, which divides human motivation into five levels. Only when the needs of the lower level are satisfied can the needs of the higher level be stimulated and play an incentive role. According to McClellan's needs theory, people have three needs: achievement, power and affinity. In order to provide incentives to meet these needs, we need to consider the intensity of these three needs. Expectation theory holds that a person's decision-making is the product of three common concepts, namely, value, performance award-winning estimate and expectation. The rewards they receive are consistent with what they expect, which encourages them to maintain this enthusiasm for their work.

Data Analysis and Empirical Sampling. Since the rising of experience sampling method in management research, more theoretical situations have been verified, and a new dynamic

and individual perspective has been injected into the traditional theory. Compared with the traditional multi-point longitudinal research method, empirical sampling method has the advantages of paying attention to the differences within individuals and the dynamic interaction between individuals and situational factors, which has made great contributions to the research of organizational behavior and human resource management. The emergence of empirical sampling provides an opportunity to verify the influencing factors of individual differences.

The rise of empirical sampling provides more researchers with a new perspective to study traditional topics. First of all, the emergence of empirical sampling is a tool for researchers who are good at jumping out of the confinement of traditional mode thinking to test their theoretical assumptions. According to different triggering factors, empirical sampling can be divided into time-based empirical sampling, signal based empirical sampling, event based empirical sampling and mixed empirical sampling. The empirical sampling method based on time interval refers to that the subjects report the events or feelings between two time periods according to the preset time point. Signal based empirical sampling requires recording and reporting the feelings or events of the time stage immediately after receiving the signals released by the researchers. Event based empirical sampling means that the subjects report after a pre-set event. The mixed empirical sampling method refers to the empirical sampling method with two or three combinations of the above three methods.

First of all, when emotion is taken as the outcome variable, the empirical sampling method can examine the reasons for the change of emotion, and factors from all aspects of work may have an impact on the change of emotion. It is found that the group of compassionate managers has a stronger impact on the goal improvement positive emotions of employees. Secondly, when emotion is the influencing factor, the function of emotion change can be examined by empirical sampling. Many studies have proved that emotion can affect state variables such as job involvement and job performance. The data analysis model points out that if the negative emotion appears after the positive emotion, then the negative emotion has a positive impact on the work performance investment.

Individual is the main factor to determine the organization's efficiency. The individual's ability, attitude and efficiency all affect the overall income of the organization, and it is the main factor to determine whether the organization has efficient work. The realization of individual goals is also the premise of the realization of organizational goals. Therefore, in order to better achieve the organization's goals, usually, to provide a good development environment for individuals is to achieve the organization's goals faster. Each individual has its own characteristics, which are unique and different from each other. It becomes a person's unique behavior. This unique behavior is determined by the human brain, which is one of the main factors to judge the individual's acceptance of judgment. When managing employees, the managers of a company need to judge the characteristics of individuals, manage in a proper way and use different management methods.

The company's managers should fully grasp the ability of employees, assign tasks, and give full play to everyone's ability. Only in this way can the best benefit of the organization be exerted and the company be developed.

The development of enterprises needs to form a good internal human resource management system, which is the

embodiment of the idea of "people-oriented" and the foundation of scientific operation of relevant mechanisms of enterprises. The overall economic development direction of enterprises is the direction of human resource management. The formation of management structure and the formulation of rules and regulations need to focus on the development goals of enterprises.

Innovation Mode of Human Resource Management.

Human resource management is to encourage human behavior, guide human behavior and develop human potential from the reality of human development. In the construction of incentive mechanism, we need to integrate the concept of organizational behavior to help enterprises establish a modern management concept. In order to realize the management of employees through the exactitude of development goals, we should start from the actual work of employees and improve their job satisfaction in the creation of incentive mechanism. In the establishment of incentive mechanism, we should consider the scientificity and rationality of each incentive index, study each system carefully, and improve the level and effect of enterprise in human resource management. In the establishment of human resource incentive mechanism, enterprises should grasp the dynamic development of the mechanism and leave room for the change of incentive mechanism.

Generally speaking, if the management level of the company is low, the management level of the operators themselves is also relatively poor. For the managers of the company at this stage, if they want to manage the whole company well, they must first set an example, first by improving their own management level and business ability, and then manage the company. This is conducive to determine a reasonable, comprehensive and scientific management mode.

The concept of behavior organization of a company is realized by the behaviors of the company, departments and employees. We must pay attention to the behavior of all people and form a more scientific and humanized organization and management system. At the same time, we should also pay attention to the strictness of the system to ensure the unity of all personnel within the company. Each organization should cooperate effectively, clarify the functions and tasks of each organization, and form a more humane employee incentive system. Ensure that the staff of each link can complete their own tasks, and coordinate with other staff.

The relevant ideas of organizational behavior can help enterprises to strengthen the research on the psychological quality of employees in human resource management. It is necessary to promote the establishment of a reasonable management system and the implementation of the thinking model of organizational behavior. The reasonable management of human resources can help enterprises to achieve the goal of development in the unstable environment. Through the investigation and research of employees, reasonable measures are adopted to strengthen the personal quality of employees. Training high-level talents is the driving force of enterprise production and development, while organizational behavior is conducive to the formation of talent incentive system.

To ensure the long-term effect of organizational behavior, enterprises need to create a unique corporate culture and create

a new way of human resource management. As a kind of spiritual force, organizational culture has a profound and lasting impact on people, and is of great significance for enterprises to build an efficient and modern management model.

The organizational behavior of an enterprise consists of the common behavior, departmental behavior and individual behavior of the enterprise. The enterprise should adhere to the principle of people-oriented, and combine the institutional non-human way with the emotional human way. To achieve the unified coordination of enterprise organizational behavior, give full play to the initiative and creativity of people, and improve the internal cohesion of the organization group. Using empirical sampling method to study micro variables can provide reliable theoretical support for improving employee management.

CONCLUSION

Enterprises should adhere to the principle of people-oriented, and combine the institutional non-human way with the emotional human way to achieve the unified coordination of enterprise organizational behavior. Give full play to people's initiative and creativity, and improve the internal cohesion of the organization group. In the modern management of enterprises, organizational behavior plays an important role. In order to ensure the long-term and effective theoretical effect of organizational behavior, it is necessary to build an organizational culture with the concept of organizational behavior.

References

- [1] 1.Huang, Chung-Kai, & Lin, Chun-Yu. (2017). Flipping business education: transformative use of team-based learning in human resource management classrooms. *Journal of Educational Technology & Society*, 20.
- [2] 2.Abbas Karami, Jamileh Farokhzadian, & Golnaz Foroughameri. (2017). Nurses' professional competency and organizational commitment: is it important for human resource management?. *Plos One*, 12(11), e0187863.
- [3] 3.Hugh TJ Bainbridge, Kk Sanders, Julie Cogin, & Cai-Hui Veronica Lin. (2017). The pervasiveness and trajectory of methodological choices: a 20-year review of human resource management research. *Human Resource Management*, 56(6), 887-913.
- [4] 4.Katou, A. A. (2017). A mediation model linking business strategies, human resource management, psychological contract, and organisational performance. , 11(1), 51-67.
- [5] 5.Olabode Adeleke Oyewunmi, Kenneth S. Adeyemi, & Olaleke Oluseye Ogunnaike. (2017). Corporate governance and human resource management in nigeriaas downstream petroleum sector. *Social Science Electronic Publishing*, 64(2), 139-153.
- [6] 6.Noor Ullah Khan, Amran Md Rasli, & Muhammad Imran Qureshi. (2017). Greening human resource management: a review policies and practices. *Journal of Computational & Theoretical Nanoscience*, 23(9), 8934-8938.