

Research on the Organization Optimization of Labor Outsourcing Companies: A Case Study of Datang Human Resources

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Abstract: With the rapid development of social economy, the employment system and employment system of the market have undergone great changes. Under the fierce competition, modern enterprises have begun to carry out management system reform to adapt to market changes, thereby improving their own competitiveness. In 2007 and 2013, China promulgated and revised the Labor Contract Law, which clarified the legal status of labor outsourcing and gave specific suggestions for implementation, which promoted the development of China's labor outsourcing market. This paper takes the labor outsourcing company Datang Human Resources as an example, analyzes the problems existing in its development process, and finds that the loss of human resources is more serious and the investment in human resource management is insufficient in the three aspects of human resource management, cost management, marketing strategy and business risks. Insufficient understanding of the meaning of cost management, loopholes in the cost management system, and inadequate cost management. Lack of strength in brand promotion, marketing strategies and other issues such as misunderstandings. Subsequently, countermeasures for corresponding improvements were proposed for three aspects of the problem, such as clarifying enterprise planning and strengthening the emphasis on human resources. It is necessary to strengthen the emphasis on cost control. It is necessary to establish a business philosophy for building a well-known brand. These countermeasures are designed to help Datang Hr resources continuously enhance the competitiveness of enterprises and achieve sustainable and healthy development of enterprises. For small and medium-sized outsourcing companies like Datang Manpower, if you want to seek the healthy development of the enterprise itself and promote the continuous take-off of its economy, you must first vigorously optimize the organization, through these optimization measures, not only can effectively avoid the various problems of labor outsourcing companies, but also further enhance its market competitiveness, promote the sustainable development of enterprises, which is of great significance to the development of enterprises.

Keywords: Labor outsourcing companies, Organizational optimization, Datang Human Resources

1. Research Background

Affected by the new crown pneumonia and various international and domestic causes, China's enterprises have suffered a series of major losses in survival and development. Small and medium-sized enterprises are the main force in creating jobs in any country, the main development platform for various entrepreneurs, and an important force in technology research and development and innovation. The increasingly fierce market competition and the introduction of more foreign capital have brought new opportunities to China's small and medium-sized enterprises and also brought great challenges to them [1]. And most of China's enterprises are in a period of transition, the stability and rapid development of enterprises need to establish a modern enterprise management system, enterprises to optimize the organization, not only to promote the improvement of management level, but also conducive to the realization of enterprise development goals. In the face of the impact of various capital and technological experience, how to maintain their own business strategy characteristics, how to absorb their advanced knowledge and experience, make correct strategic decisions, reduce the risk of enterprise operation, and maintain the sustainable development of enterprises, this series of severe challenges are the problems that China's small and medium-sized enterprises have to face in operation and management. Small and medium-sized enterprises have limited internal and external resources, the division of post rights and responsibilities is not clear enough, and even many enterprises have not formed a scientific job description and job description, and there are major problems in human resource management, cost and quality management, marketing strategies and operational risk management, which will undoubtedly have a negative impact on the development of small and medium-sized enterprises.

In short, many small and medium-sized enterprises are in an increasingly competitive environment, and there are also great problems in their own management

model, and they can no longer adapt to the current environment and are difficult to win in the fierce market competition. Therefore, this paper takes Datang Human Resources, a small and medium-sized labor outsourcing company, as an example [2], discusses the problems existing in its organizational optimization, and makes suggestions on these issues, in order to provide assistance for the follow-up research on the problems related to the organizational optimization of labor outsourcing enterprises [3].

2. Overview of Datang Human Resources

2.1. Company Profile

Datang Human Resources Group is located in Nanchang City, Jiangxi Province, founded in 2008, is approved by the Department of Human Resources and Social Security of Jiangxi Province, Jiangxi Provincial Administration for Industry and Commerce registered in accordance with the law, with legal personality of a professional institution. Now relying on the mature service system and advanced scale management, it covers multiple fields such as recruitment, dispatch, agency, welfare and post outsourcing, training and consulting, etc., to provide customers with complete human resources solutions. At present, the company has carried out human resources outsourcing business in Nanchang, Jiujiang, Ganzhou, Yichun and other eleven prefectures and cities and areas outside the province and has achieved good results. Nowadays, Datang Human Resources has become the most competitive and brand-worthy human resources company in the human resources industry in Jiangxi Province.

2.2. Organizational Structure of Datang Human Resources Group Co., Ltd

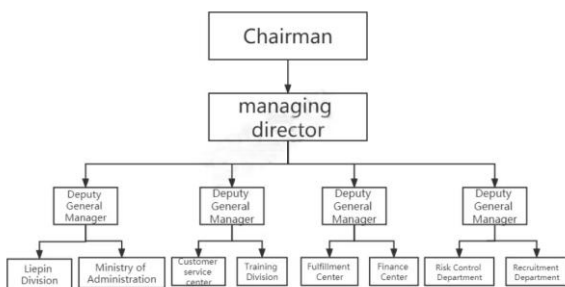


Figure 1. Organizational chart of Datang Human Resources Group

According to Figure 1, We can see that the organizational structure of Datang Human Resources Group Co., Ltd. is a typical linear organizational structure. The linear organizational structure is mainly suitable for small organizations [4]. It is characterized by the fact that all management work in the organization is essentially directly directed and managed by the leader, so there is no dedicated functional body. In this organizational structure, the relationship of power and responsibility between superiors and subordinates is linear, and superiors have

direct command and decision-making power within the scope of their authority, and subordinates must obey [5].

The clear power and responsibility of this structural form, rapid decision-making, rapid response, and simple management organization are its outstanding advantages. But the disadvantage is that the power is very concentrated, and the development of the organization is also limited by the ability of the individual. At the same time, members of the organization focus only on vertical communication, ignoring the importance of horizontal communication [6].

3. Problems Existing in Datang Human Resource Organization Optimization

(1) The brain drain is more serious. After 12 years of development, Datang Human Resources Group has about 200 employees. However, due to the lack of clear planning in human resources management, it can only take one step and see one step. The current market competition is becoming more and more fierce, and the reform of the personnel system is constantly advancing, which makes the human resources competition between large enterprises and small and medium-sized enterprises unprecedentedly fierce. Datang Human Resources is a small and medium-sized enterprise. In terms of human resource management concepts and systems, problems such as human resources mismatching with the company's development strategy and improper staff appointments are prone to occur. The company's performance appraisal system and employee incentive mechanism are also flawed, and employee career development planning is relatively lagging behind [7]. These problems will lead to a large loss of human resources of the company, which will eventually affect the normal operation and operation of the company.

(2) Insufficient investment in human resource management. Datang Human Resources is now in the growth stage of the enterprise life cycle, and it takes a period of time to accumulate funds. Since many of the company's core businesses are more traditional businesses, the threshold is low, the number of competitors is large, and some businesses are large. Guided by government policies, if the policy direction changes, it will directly affect the profitability. Coupled with the influence of corporate culture and other aspects, it is difficult to attract financing. Therefore, the company's capital accumulation is relatively slow, so the financial strength is relatively weak [8]. In terms of talent introduction, Datang Human Resources cannot currently offer an annual salary of hundreds of thousands like large enterprises. The method of attracting talents by raising salary is not suitable for Datang Human Resources, so it is difficult to recruit a certain person. Elites in the field. At the same time, the investment in training talents is not enough. Even if training is usually carried out the efficiency is relatively low [9].

(3) The understanding of the relevant basic concepts and importance of cost management is insufficient and the cost management system is not perfect. The cost management of modern enterprises should involve all aspects of the operation process of the enterprise, but Datang Human Resources has ignored the problems such as supply cost and service cost. At the same time, the managers of enterprises have not combined modern cost management theories and methods to strengthen cost control from all aspects of enterprise operation [10]. In the twelve years of growth and development, Datang Human Resources has not formed a complete cost control management system. One of the main reasons is that managers do not pay enough attention to controlling costs in business operations. Cost management methods are often based only on experience, and no standardized and scientific cost control procedures and regulations have been formed, resulting in low cost management efficiency. At the same time, the company's internal control system is not sound enough, so that the cost control management work cannot be effectively extended to all aspects of the management process, and it is impossible to supervise and feedback the cost management work in a timely manner. If the company's cost management system is not perfect, it will lead to a lack of employees' sense of responsibility, enthusiasm for production and awareness of cost saving, which will make it difficult for the company to develop rapidly [11].

(4) Cost management is not in place. Modern cost management generally has four functions: cost forecasting, cost control, cost assessment and cost analysis. Datang Human Resources has not used these functions effectively, and cannot always focus on cost management issues, and often uses post-event control, which will undoubtedly make it difficult to seize the opportunity to stop losses in time. Also, the problem is solved only if there is a problem, but the same error will be repeated after the problem is gone, which is also a huge flaw. At present, the company does not realize that each employee has a large amount of capital and time invested by the company, which is also an important part of cost management. At the same time, employees lack understanding of cost management, which requires a long period of time to gradually accumulate an exclusive corporate culture, so that every employee can consciously save costs in their daily work. Therefore, the company's cost management work must also strive to retain excellent employees while strengthening the construction of corporate culture.

(5) There are many misunderstandings in marketing strategies and the lack of power to promote a brand. Among the human resources industry in Jiangxi Province, Datang Human Resources is currently only developing well in Nanchang, and there are also human resource companies in other cities in the province which compete with Datang Human Resources for the provincial market. Datang Human Resources has been

established for 12 years now. During the development process of more than ten years, it has not carried out enough marketing and brand promotion, and there are too few advertisements in various channels to promote the brand to the outside world, which leads to its popularity lower. In the process of development, Datang Human Resources focuses on the services it can provide to customers and the prices of various products, and always believes that relying on good services and products can win the favor of customers and gradually occupy a larger market. Although this is laudable, if Datang Human Resources wants to successfully promote their brand to the outside world, they must not only do it well, but also consider more marketing content, more appropriate corporate marketing strategies and invest more energy.

4. Measures for Organizational Optimization of Datang Human Resources

(1) Clarify the future development plan, pay more attention to human resources, improve the recruitment process, formulate employee career plans, increase investment in human resources, achieve a consistent high-level attention to talents, and strive to attract and retain talents. Improving the recruitment process can make the company more standardized, rational and scientific in recruiting and hiring employees and can also improve the company's recruitment efficiency, reduce costs and meet the needs of employees, various departments and the overall development of the company. It is very important for enterprises to formulate career plans for employees, which is an important means to retain and develop human resources and achieve organizational goals. Among them, the important content of career planning is learning, that is, the company's training for employees. Compared to other investments, this type of investment can bring a better return to the business and is long-term and comprehensive. For Datang Human Resources, the basis of career planning for employees is to conduct a survey of the current situation of employees, to find out the needs of each employee, their positioning and the development goals of employees.

At the same time increase investment in human resources. First analyze the training needs of employees, and then appropriately increase the type and frequency of training according to the needs. Only when employees actually gain knowledge can they have a positive attitude towards work. In addition, it is necessary to evaluate the results of each training, use questionnaires to survey the opinions of trainers and trainees, and consider them in daily work, and constantly revise the training system to prevent training from becoming "formalism". According to the training results, different help is provided for different employees to meet their more needs, which can not only enable employees to develop in an all-round way, but also retain human resources for the company. Second in addition to training, companies should focus

on recruiting external talent. The desire for high-tech talent can make a company more professional and can quickly grow into a leader in the industry. Therefore, once you meet a qualified and talented candidate, you should try your best to introduce the company. Finally, through the organization of regular group building and other collective activities, the relationship between employees can be enhanced, a harmonious working atmosphere can also be reduced to a certain extent, and the loss of human resources can also be reduced.

(2) Establish the concept of cost control, purchase relevant cost management software, and hold special training sessions on cost management to improve the cost management awareness of the entire enterprise [12]. Establish a new concept of cost control, business cost management and operation cost management, so as to establish a reasonable and efficient cost control system. Today, computer technology has penetrated into all aspects of life, and the use of computer-related software to manage costs and reduce costs has become the main cost management method for companies. Since the development of related software requires professional knowledge and technical personnel, enterprises should invest a certain amount of financial resources to scientifically control costs by purchasing software from relevant software suppliers and training members on software operation. By purchasing additional training services of relevant cost management software or hiring relevant experts to hold special training sessions, we can cultivate the cost awareness of all employees of the company, encourage people to plan carefully, do what they can, and form a corporate culture of frugal and efficient use of resources. In this way, a good mechanism can be formed in the process of reducing costs [13].

(3) Establish the business philosophy of establishing a well-known brand, and use WeChat, Weibo, Douyin, Xiaohongshu and other platforms for marketing. Datang's human resources are still developing, and the brand marketing strategy is an effective way to improve the competitiveness of small and medium-sized enterprises. Therefore, it is recommended to incorporate the brand marketing strategy into the company's plan. A trademark is a combination of names, symbols, etc., with one goal being to make it easy for consumers to identify a certain product or service, and another goal is to distinguish a company's products or services from other businesses. Brand marketing is a process in which an enterprise shapes its own brand according to expectations, and it is also a marketing activity to enhance brand value, improve market competitiveness and cultivate target consumer groups. When it comes to branding, large businesses typically spend 45% more on advertising than small businesses, accounting for 10% of the total cost of the business. The time-honored brands we know in the market can thrive precisely because companies often invest more in product innovation and brand marketing. Therefore, it is suggested that Datang Human Resources should seize every opportunity to build its

own brand image. It can start from the following aspects: First, use network marketing. At present, a large number of e-commerce companies such as Taobao, JD.com, and Vipshop, which are well-known in the market, have achieved success through the Internet. Therefore, Datang Human Resources can learn from the network marketing strategies of these well-known enterprises, and at the same time, combine the actual situation of the company to find a suitable network marketing strategy for itself.

5. Epilogue

In the face of increasingly fierce market competition, how Datang Human Resources can stand out from it, achieve better development, and carry out organizational optimization is of great significance to its development. Create a scientific management model according to its own actual situation, and enhance its strength by continuously improving its own quality: innovating enterprise management strategies, deepening enterprise management reform, improving the efficiency of enterprise management, and then promoting the sustainable and healthy development of the enterprise. In short, the organizational optimization of an enterprise is a systematic and difficult task that cannot be accomplished overnight. We must discover deficiencies in a timely manner in the process of enterprise development, and then formulate practical and feasible measures that are conducive to organizational optimization to improve the deficiencies of the enterprise.

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