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# 网络时代下优扬员工关系优化研究

## 摘 要

现代企业在信息技术高速发展的时代背景下,以文化传媒产业为主的部分企业主要工作方向为文化信息资源和智能创意,当前企业正不断获取企业发展空间和巨大的生命活力。在网络化高速发展的时代背景下,文化企业之间的行业竞争愈发激烈,在面对市场上各种的竞争压力,文化传媒企业在企业与员工以及员工与员工之间产生的联系管理方面的不良问题也越发明显,已经成为一个企业在快速发展中不能避免的问题。因此,针对网络化进程的快速发展和互联网技术在企业员工关系管理中的普及应用,对文化传媒企业在狭义的员工关系领域对企业与员工之间的关系管理进行优化研究。

针对北京优扬文化传媒股份有限公司,采用文献分析法、问卷调查法等,对 80 余名企业员工发放问卷调查收集数据,深入研究在网络时代下企业与员工之间存在的关系管理问题并对问题提出相应的优化意见。研究得出:根据网络化的大时代背景下,现代企业应充分借鉴管理新理念、办公新技术以及企业赋予员工高效的沟通渠道、公平平等的决策权以及员工的民主管理权利并且企业内部充分利用大数据技术进行员工关系管理。针对研究结论并借助网络时代下 UY 公司发展的实际情况,提出强化时代特性,优化员工心理契约;建立企业与员工网络化信息交流平台;给予员工充分的自主管理;利用网络化大数据实现企业员工管理的虚拟化等建议。

**关键词:** 员工关系; 网络时代; 优化对策

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## ABSTRACT

Under the background of the rapid development of information technology in modern enterprises, the main work direction of some enterprises mainly based on the cultural media industry is cultural information resources and intelligent creativity. At present, enterprises are constantly obtaining unprecedented development space and huge vitality. Under the background of the rapid development of the network process, the industry competition between cultural enterprises is becoming more and more fierce. In the face of various competitive pressures in the market, cultural media companies have generated contact management between enterprises and employees and between employees. The unhealthy problems have become more obvious, and have become an unavoidable problem in the rapid development of an enterprise. Therefore, in view of the rapid development of the network process and the popularization and application of Internet technology in enterprise employee relationship management, cultural media companies in the narrow sense of the field of employee relations are optimizing the relationship management between enterprises and employees.

Aiming at Beijing UYoung Cultural Media Co., Ltd., using literature analysis and questionnaire survey methods, 80 questionnaires were issued to employees to collect data, in-depth study of the relationship management problems between enterprises and employees in the Internet era Corresponding optimization suggestions. According to the research, under the background of the era of networking, modern enterprises should make full use of new management concepts, new office technology, and effective communication channels, fair and equal decision-making rights and democratic management rights granted to employees by the company and make full use of the company Big data technology for employee relationship management. According to the research conclusion and the actual situation of UY company development in the Internet era, it is proposed to strengthen the characteristics of the era and optimize the employees psychological contract; establish a networked information exchange platform between the enterprise and employees.

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**Key words:** employee relations;the Internet era;optimization countermeasures

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