
Original Research Article

Research on Enterprise Human Resource Model under the Background of School-Enterprise Cooperation

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Abstract: By analyzing the positive impacts of school-enterprise cooperation on enterprise human resource planning, recruitment and selection, employee training and development, as well as performance management and incentive mechanism construction, this paper reveals the significant role of school-enterprise cooperation in promoting the optimization of enterprise talent strategies, improving the efficiency and quality of talent cultivation, and strengthening the integration of enterprise-employee relationships. School-enterprise cooperation assists enterprises in accurately predicting job demands and constructing a comprehensive talent pipeline, providing a more direct and efficient recruitment channel that facilitates a seamless transition from internship to employment. Through the joint establishment of training bases and curricula, as well as career development path planning, school-enterprise cooperation enhances employees' professional skills and overall qualities. This paper also explores performance evaluation methods and incentive mechanism designs based on the outcomes of school-enterprise cooperation, aiming to promote the deepening and sustainable development of such collaboration.

Keywords: School-enterprise cooperation; Human resource model; Strategic planning; Recruitment and selection; Employee training; Performance management; Incentive mechanism

1. Introduction

In the context of intensifying global competition and the rise of the knowledge economy, human resources have become a crucial factor determining a company's market competitiveness. Traditional human resource management models focus on the excavation and allocation of internal resources while neglecting the effective utilization of external resources. As an innovative mode of cooperation, school-enterprise collaboration provides enterprises with a new perspective and approach to optimizing their human resource allocation. By establishing close partnerships with universities, enterprises can achieve sharing and complementarity of human resources, shorten the talent cultivation cycle, and enhance the pertinence and effectiveness of talent development.

2. Impact of School-Enterprise Collaboration on Enterprise Human Resource Planning

2.1. Integration of School-Enterprise Collaboration and Enterprise Human Resource Strategic Planning

In traditional human resource planning, enterprises typically emphasize the excavation and allocation of internal resources, overlooking the effective use of external resources. As an innovative cooperation mode, school-enterprise collaboration enables enterprises to achieve sharing and complementarity of human resources by establishing close partnerships with universities. The strategic planning of enterprise human resources aims to ensure that enterprises possess sufficient and high-quality talent resources to support their long-term development goals. Through providing internships, practical training, and jointly establishing research and development platforms, school-enterprise collaboration allows students to learn and grow in real work environments,

cultivating high-quality talents that meet enterprise demands. This collaboration can shorten the enterprise's talent cultivation cycle and improve the pertinence and effectiveness of talent development.

2.2. Analysis and Forecasting of Job Demands Based on School-Enterprise Collaboration

In traditional human resource management, enterprises often predict job demands based on historical data and experience, a method that carries significant subjectivity and uncertainty. Through school-enterprise collaboration, enterprises can directly communicate with universities to understand the current and future talent cultivation situation and professional development trends, thereby more accurately predicting job demands. With the rapid development of technology and constant changes in the market, emerging jobs are continually emerging. By collaborating with universities, enterprises can promptly grasp the development trends and talent demands of emerging jobs, enabling them to conduct talent reservation and cultivation in advance and ensuring that they stay ahead in market competition.

2.3. Role of School-Enterprise Collaboration in Talent Reservation and Echelon Construction

Traditional talent reservation methods focus on the cultivation and promotion of internal employees, neglecting the introduction and reservation of external talents. School-enterprise collaboration provides enterprises with a broader platform for talent reservation. By establishing long-term partnerships with universities, enterprises can select outstanding talents from students for cultivation, reserving sufficient human resources for their future development. School-enterprise collaboration helps enterprises build a comprehensive talent echelon. In enterprises, talents at different levels and positions require different abilities and qualities. Through school-enterprise collaboration, enterprises can, based on their own needs, jointly formulate talent cultivation programs with universities, providing students with targeted training and practical opportunities. After graduation, students can directly enter corresponding positions in enterprises, shortening the enterprise's talent cultivation cycle and improving the efficiency of talent development.

3. Innovation in Recruitment and Selection Models under School-Enterprise Cooperation

3.1. Application of School-Enterprise Cooperation in Expanding Recruitment Channels

Traditional recruitment channels, limited to online recruitment, job fairs, and other forms, are often highly competitive, making it difficult to ensure the quality of recruited talents. School-enterprise cooperation provides enterprises with a more direct and efficient recruitment channel. By collaborating with universities, enterprises can directly select outstanding talents from students. Through establishing long-term partnerships with universities, participating in campus activities, holding lectures, and providing internship opportunities, enterprises can get in touch with and understand students in advance. This allows enterprises to comprehensively evaluate students before they graduate and select talents that meet their own needs.

3.2. Integration Strategy of Internship Training and Campus Recruitment

The integration of internship training and campus recruitment is an important manifestation of innovation in recruitment and selection models under school-enterprise cooperation. Internship training can provide students with practical opportunities, helping them better understand enterprises and industries, and serving as an important means for enterprises to select talents. Enterprises collaborate with universities to jointly develop internship training plans and provide corresponding guidance and support. During internship training,

enterprises can comprehensively evaluate students' work performance, professional skills, team collaboration abilities, and other aspects. For outstanding students, enterprises can directly recruit them as regular employees, achieving a seamless transition from internship to employment. Enterprises hold job fairs on campus and conduct comprehensive evaluations of students through interviews, written tests, and other methods. For students who excel in internship training, enterprises can give priority consideration during campus recruitment, improving the efficiency and quality of recruitment.

3.3. Optimization of Talent Selection Criteria and Processes Based on School-Enterprise Cooperation

In traditional talent selection, enterprises focus on examining candidates' professional skills and experience, while neglecting the assessment of their comprehensive qualities and potential. School-enterprise cooperation enables enterprises to more comprehensively understand candidates' situations and thus formulate more scientific and reasonable talent selection criteria and processes. In terms of selection criteria, apart from examining candidates' professional skills and experience, enterprises should also pay attention to assessing their comprehensive qualities, team collaboration abilities, innovation capabilities, and other aspects. In terms of selection processes, enterprises can conduct comprehensive evaluations of candidates through a combination of multiple methods such as multiple rounds of interviews, written tests, and internship training. School-enterprise cooperation can also enable enterprises to better understand industry development trends and changes in talent demand, thereby timely adjusting talent selection criteria and processes. Through close collaboration with universities, enterprises can promptly understand the demand for emerging positions and the situation of talent cultivation, formulating more forward-looking talent selection strategies.

4. Practices of School-Enterprise Cooperation in Employee Training and Development

4.1. Promotion of School-Enterprise Cooperation on Employee Skill Training

Traditional employee training focuses on imparting theoretical knowledge, lacking opportunities for practical operation, which makes it difficult for employees to apply what they have learned to actual work. School-enterprise cooperation promotes skill training by providing training bases and real work environments, enabling employees to learn and master skills through practice, thereby enhancing the effectiveness of training. Enterprises collaborate with universities to jointly design skill training courses and provide corresponding training equipment and venues. During the training process, enterprises invite experts from universities to teach, while dispatching experienced employees to provide guidance, enabling employees to comprehensively and systematically grasp the required skills. This cooperation model can improve employees' professional skill levels, enhance their practical abilities, and foster team collaboration.

4.2. Co-construction of Training Bases and Curriculum System Design

Co-construction of training bases and curriculum systems is another important practice of school-enterprise cooperation in employee training and development. Training bases are crucial places for employees to conduct practical operations, while curriculum systems constitute the core content of employee training. Through co-construction of training bases and curriculum systems, enterprises can ensure that employees receive comprehensive and systematic training, improving their professional qualities and work abilities. In terms of co-construction of training bases, enterprises collaborate with universities, jointly investing funds and resources

to build training bases that meet enterprise needs. These training bases should be equipped with advanced equipment and tools, as well as simulate real work environments, enabling employees to conduct practical operations and skill training within them. In terms of curriculum system design, enterprises should closely collaborate with universities, jointly formulating training courses and teaching content based on actual enterprise needs and industry development trends. The curriculum system should cover the professional knowledge, skills, and quality requirements that employees need, while also emphasizing the cultivation of employees' innovation abilities and team collaboration skills.

4.3. Alignment of Career Development Path Planning with School-Enterprise Cooperation Projects

Career development path planning is crucial for both employee personal growth and enterprise sustainable development. Through the alignment of school-enterprise cooperation projects, enterprises can provide employees with clearer and more specific career development path planning, stimulating their work enthusiasm and motivation. By collaborating with universities, enterprises jointly formulate employee career development path planning and develop corresponding training plans and projects based on the planning, including skill training, academic degree advancement, professional qualification certifications, etc., to help employees continuously improve their professional qualities and abilities. Enterprises can also integrate school-enterprise cooperation projects with employee career development path planning, providing employees with more practical opportunities and promotion spaces.

5. Performance Management and Incentive Mechanism Construction under School-Enterprise Cooperation

5.1. Innovative Requirements for Project Performance Management in School-Enterprise Cooperation

The school-enterprise cooperation model brings new innovative requirements to project performance management. School-enterprise cooperation requires that project performance management must establish common goals and indicators. Enterprises and universities should jointly formulate project goals, clarify respective responsibilities and tasks, and set quantifiable performance indicators accordingly. School-enterprise cooperation emphasizes the importance of process management. During project execution, enterprises and universities should regularly communicate and coordinate, jointly solving encountered problems and difficulties. The performance management system should be able to track project progress and cooperation status in real-time, providing timely feedback and adjustment suggestions for both parties. School-enterprise cooperation requires project performance management to focus on long-term effects and sustainable development. Besides evaluating short-term project outcomes, it should also pay attention to the impact of projects on the long-term development of both parties. The performance management system should be able to assess the contributions of projects to talent cultivation, scientific research innovation, and industrial upgrading, providing guidance and references for future cooperation.

5.2. Performance Evaluation Methods Based on School-Enterprise Cooperation Outcomes

Performance evaluation methods based on school-enterprise cooperation outcomes are key to ensuring cooperation effectiveness and quality. Economic outcomes are one of the important evaluation indicators

of school-enterprise cooperation. Enterprises should evaluate the economic benefits brought by cooperation projects, such as cost savings, revenue growth, and market share improvement. Universities should also assess the optimization of educational resources and the enhancement of economic benefits from cooperation projects. Educational outcomes are another important aspect of school-enterprise cooperation. Enterprises should focus on the contributions of cooperation projects to talent cultivation, such as improvements in students' practical abilities and increases in employment rates. Educational institutions should evaluate the improvements in teaching quality, optimization of curriculum systems, and enhancements in scientific research abilities resulting from cooperation projects. Social outcomes are also an evaluation aspect that cannot be ignored in school-enterprise cooperation. Enterprises should assess the contributions of cooperation projects to society, such as technological innovation, industrial upgrading, and environmental protection. Educational institutions should pay attention to the promotion of social culture, improvement of public services, and fulfillment of social responsibilities through cooperation projects.

5.3. Design of Incentive Mechanisms to Promote the In-depth Development of School-Enterprise Cooperation

To promote the in-depth development of school-enterprise cooperation, it is necessary to design effective incentive mechanisms to stimulate the enthusiasm and creativity of both parties. The incentive mechanism should not only safeguard the economic interests of enterprises but also reflect the educational value and social responsibility of universities. Economic interest incentives are one of the most basic incentive mechanisms in school-enterprise cooperation. Enterprises provide necessary resources and support to universities through research and development funds, technical support, market channels, etc. Universities create economic value for enterprises through the transformation of scientific research achievements and the provision of technical services.

Educational value incentives are an indispensable aspect of school-enterprise cooperation. Enterprises should pay attention to the value of universities in talent cultivation, scientific research innovation, and provide corresponding support and recognition. For example, enterprises provide scholarships, internship opportunities, and employment recommendations to outstanding students as incentive measures to attract and retain talented individuals. Educational institutions cultivate high-quality talents and provide scientific research support for enterprises by offering high-quality teaching resources and research platforms.

Social responsibility incentives are also one of the important aspects of school-enterprise cooperation. Enterprises should actively fulfill their social responsibilities, pay attention to issues such as environmental protection and public welfare, and provide relevant support and cooperation opportunities to universities. Universities contribute to enterprises and society by cultivating talents with a sense of social responsibility and conducting social services.

6. Integration of Corporate Culture and Employee Relations in School-Enterprise Cooperation

6.1. Promotion of Corporate Culture Dissemination Through School-Enterprise Cooperation

School-enterprise cooperation not only promotes the exchange of technology and knowledge but also provides new avenues for the dissemination of corporate culture. Through school-enterprise cooperation, enterprises can integrate their cultural concepts, values, and behavioral norms into teaching plans and training projects, enabling students to come into contact with and understand corporate culture during their learning

process. This helps students adapt to the corporate environment faster when they enter the workforce in the future, reduces cultural conflicts, and improves job satisfaction and loyalty.

6.2. Building Harmonious Labor Relations to Promote the Continuous Conduct of School-Enterprise Cooperation

To promote the continuous conduct of school-enterprise cooperation, it is crucial to build harmonious labor relations. Harmonious labor relations help improve employee job satisfaction and loyalty, as well as enhance corporate cohesion and competitiveness. Enterprises need to strengthen internal communication and establish smooth communication channels and mechanisms. By regularly holding employee assemblies, symposiums, and other means, employees can understand the development strategies of the enterprise and the situation of school-enterprise cooperation, and are encouraged to put forward their opinions and suggestions. Enterprises should also pay attention to the career development needs of employees, provide them with training and promotion opportunities, and make them feel the care and support of the enterprise.

Enterprises need to establish a sound incentive mechanism and welfare system. Through reasonable salary systems, performance evaluations, and reward systems, employees are incentivized to actively participate in school-enterprise cooperation and contribute to the development of the enterprise. Enterprises should also pay attention to employee welfare, such as providing health insurance, paid vacations, etc., to enhance employee sense of belonging and loyalty. Enterprises need to focus on corporate culture construction and create a positive work atmosphere. By organizing rich and colorful cultural and sports activities, team building, and other means, the team collaboration spirit and cohesion of employees are enhanced. Enterprises should advocate core values such as integrity, responsibility, and innovation, and guide employees to establish correct professional concepts and behavioral norms.

7. Conclusion

School-enterprise cooperation has exerted a profound influence on the innovation and development of enterprise human resource models. Through school-enterprise cooperation, enterprises can achieve optimal allocation of human resources, improve the efficiency and quality of talent cultivation, and establish a comprehensive talent pipeline. School-enterprise cooperation provides enterprises with more direct and efficient recruitment channels, facilitating a seamless transition from internship to employment and enhancing employees' professional skills and overall qualities. The design of performance evaluation methods and incentive mechanisms based on the outcomes of school-enterprise cooperation can further promote the depth and sustainability of such cooperation.

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