



Research on Human Resource Development of the Elderly under the Background of Digital Intelligence

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Abstract: Under the double motivation of aging and digital intelligence in China, the development and utilization of elderly human resources has become a long-term solution. The abundant elderly human resources in China, combined with the support of national policies, provides the feasibility for the development of elderly human resources in China, which is conducive to realizing the self-worth of the elderly and reducing the burden on the family and society. But at present, the elderly human resources development in China is faced with multiple difficulties, such as the change of social ideology, the imperfection of policies, and the lack of service systems. Therefore, this article proposes ways for government, society, enterprises and the elderly to work together to address the challenges posed by aging and digital intelligence.

Keywords: human resources development, elderly re-employment, digital intelligence

1. Introduction

According to the National Bureau of Statistics, the seventh national census shows that as of 2020, the number of people aged 60 and above in China reached 264 million, accounting for 18.70% of the total population. Obviously, the number shows that China has been in a serious aging stage. In essence, the aging itself is not good or bad. The key lies in how to make structural and systematic changes in the governance model and institutional arrangements to adapt to the changes in the age structure of the population. Nowadays, the numerous elderly people and the developing social economy together constitute the situation of "getting old before getting rich". How to find a balance between rapid aging and economic development, and provide our elderly with a sense of security and worthiness has become an urgent practical problem to be solved.

2. The rationality of human resources development for the elderly

Based on the social background of China, this article analyzes the development of elderly human resources from the perspectives of country, society, family and individual, trying to summarize its feasibility and necessity.

2.1 The feasibility of human resources development for the elderly

The elderly human resources in China are numerous and advantaged. However, the actual utilization rate of elderly human resources is very low, and many areas even exist the phenomenon of early retirement. Hence, China has attached great importance to the issue. The 18th CPC National Congress proposed to vigorously develop aging services and industries, the 19th CPC National Congress pointed out the specific direction for the development of China's elderly care, and the 20th CPC National Congress pointed out that the national strategy to actively respond to the aging population should be implemented. During the "14th Five-Year Plan" period, the country raised actively addressing population aging as a national strategy, and specific tasks have been clearly specified in documents such as the "14th Five-Year Plan National Aging Cause Development" and "Pension Service System Planning".

2.2 The necessity of human resources development for the elderly

Developing the human resources of the elderly is not only a key step to realize the self-worth of the elderly, but also an essential measure to reduce the burden on the family and society. For most elderly people, the leisure life after retirement will not bring them the pleasure and comfort of "enjoying old age", but emptiness and loneliness. However, returning to work allows them to continue to exert their surplus heat and realize their self-worth. For the families, affected by the family planning policy in the 1980s and the three-child policy in recent years, "four, two, X" has become the composition structure of most families in China, which means that couples not only have to raise their children, but also support their parents. Therefore, re-employment can reduce the burden of family pension to a certain extent. More importantly, they have a rich knowledge and skill base, which can not only greatly reduce the cost of staff training, but also improve the efficiency of social resources utilization.

3. The dilemma of human resource development for the elderly

In recent years, China has gradually realized the necessity and importance of the development and utilization of elderly human resources, but only by clarifying the dilemmas and overcoming the obstacles on the way, can we further tap the potential of the aging society.

3.1 Ideas need to be changed

Influenced by the traditional Confucian thought of "respecting the old" and "loving the old", the public generally believes that the elderly should enjoy the happiness of family. Unlike dynamic mainstream groups (such as the young and middle-aged), the elderly are regarded as static, needy, unproductive dependent population with no concrete contribution to national political, economic, and international development.[1] Therefore, the conceptual dilemma of not supporting and not understanding the re-employment of the elderly is constraining the elderly to step out of the house and enter the society to realize their self-value. In addition, some enterprises have a natural stereotype of the elderly, believing that the elderly have poor physical quality and poor psychological pressure resistance, and are no longer able to adapt to the needs of the post. Combined with the employment difficulties of young people in the current society, the re-employment of the elderly is regarded as the behavior of seizing the jobs of young people, which intensifies market competition under the premise of limited resources.

3.2 Policy laws need to be improved

Although the country pays more and more attention to the development of human resources for the elderly, the relevant supporting policies are still in an imperfect state, lacking top-level design and long-term planning, and there is no clear explanation and regulation for the specific development principles, development directions and development measures. At the same time, existing laws and regulations still lack employment protection for the elderly. According to the "Labor Law of the People's Republic of China", the elderly who are beyond the statutory retirement age can only sign a service contract with the employer and establish a service relationship rather than a labor relationship, which is not protected by China's labor law. The latest revision of the "Law of the People's Republic of China on the Protection of the Rights and Interests of the Elderly" in 2018 still has no clear provisions on the employment of the elderly, so that when the elderly encounter rights infringement in the process of re-employment, it is difficult to use legal weapons to protect their legitimate rights.

3.3 Service systems need to be established

With the advent of digital intelligence, the exchange and dissemination of information are more convenient, but the re-employment of the elderly is still lack of information channels. On the one hand, it is difficult for the elderly intended to re-employment to get suitable job recruitment information. On the other hand, employers who want to hire the elderly also find it difficult to obtain corresponding elderly information. As a result, multiple elderly human resources are left idle, resulting in low utilization efficiency of social human resources. In addition, although the Chinese government currently has agencies such as the Human and Social Security Bureau and the Office of Aging to serve the elderly, few of them are involved in the issue of re-employment for the elderly, with unclear responsibilities and a lack of pertinence. Once the elderly encounter related problems in the process of re-employment, it is hard for them to get effective help from the existing institutional systems.

4. The way out for the development of human resources for the elderly

The development of human resources for the elderly is a systematic project, and its scope and influence are not what individuals or organizations can bear. Therefore, it is necessary for the government, society, enterprises and individuals to work together to help the development and utilization of human resources for the elderly.

4.1 Government: Strengthen institutional guarantees and provide policy support

With the increase of life expectancy, it is necessary to implement a flexible retirement policy, so that the elderly can make choices according to their own conditions. Moreover, the government can implement proactive fiscal policies and provide special preferential policies, such as providing job allowances and employment subsidies for the elderly, and implementing preferential tax policies for employers that employ the elderly to reduce enterprise costs. Additionally, the government can set up a special human resources management organization for the elderly. Before the re-employment of the elderly, the personnel departments are ought to do a good job in personnel screening, personnel allocation and personnel training. During the process, the administrative departments had better deal with the problems of industrial injury compensation, labor disputes, etc. Finally, supervision is needed in salary payment, welfare treatment and other aspects. Therefore, the legitimate rights of the elderly are protected throughout the whole process, and each department performs its own duties with clear

responsibilities.

4.2 Society: Create a good atmosphere and build an information platform

The society can commend advanced figures through social media, so that the public can eliminate discrimination against the elderly and understand that the real "respect for the elderly" is not just "support for the elderly". Furthermore, social organizations can provide suitable job opportunities for the elderly. After long-term regular work, the demand for leisure time increases after retirement, and the selectivity and flexibility of voluntary activities provide more options for the elderly, so it is favored by them.[2] Therefore, the community can increase the supply of voluntary services to provide jobs, such as assisting in property management, picking up the children of dual workers, and maintaining community security. Moreover, social organizations can build the database of the elderly human resources, and establish a service platform for the re-employment of the elderly that integrates the functions of employment consultation, employment training and employment tracking services.[3] For the elderly, they can find jobs that match their own needs and maximize their own value. For employers, information can also be screened to achieve accurate matching.

4.3 Enterprise: Establish training systems and set up suitable positions

Psychological theory suggests that the mechanical memory of the elderly group is weak, but the understanding ability and learning perseverance is strong. Therefore, the quantitative expansion and qualitative improvement of human resources for the elderly can be achieved through training and education.[4] Hence, enterprises can set up training courses based on job content and fully leverage the advantages of the Internet and community organizations, so that the elderly can freely learn relevant courses. In the meantime, enterprises are supposed to consider the physical condition, educational level, work experience when setting up job positions. Furthermore, as a special working group, the elderly had better have targeted work requirements and flexible management systems. Enterprises should flexibly set work content and work intensity according to the physical and mental conditions of the elderly, actively exploring telecommuting and online office modes. In terms of evaluation and incentive mechanism, enterprises can provide benefits such as regular physical examination, free travel, and insurance purchase, to enhance the working enthusiasm of elderly human resources.

4.4 The elderly: improve their own abilities and adapt to the development of the times

For the elderly individuals, they had better abandon the traditional concept of "enjoying the joy of family after retirement", fully realize the challenges brought by aging, establish a positive re-employment concept, and bravely embark on the journey of re-employment. Additionally, although the elderly have rich work experience and skilled operation ability, it is inevitable that they lag behind the development of the times in some aspects. To this end, the elderly need to actively use the resources around them to reconstruct the new knowledge system suitable for work, and gradually integrate into the information age to adapt to the digital way of working and living. The key point in the development and transformation of elderly human resources lies in how to enable the marginalized elderly people to truly learn digital communication methods, which can not only better tap into elderly human resources, but also improve their quality of life and living standards.

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