Role of Human Resource Management and UGC User-Generated Content on Business Success in the Digital Era for SMEs cosmetics in Yunnan, China

Jingyi Wang, Eakolarn Chotianusorn
Suan Sunandha Rajabhat University, Thailand
Email: s65567810018@ssru.ac.th; eakolarn.ch@ssru.ac.th

ABSTRACT

The research investigated the role of human resource management and UGC User-Generated content on business success in the digital era for SMEs cosmetics in Yunnan, China. The conceptual framework was developed from the literature review, survey, and other contemporary research in human resource management and UGC User-Generated content. Accordingly, the researchers consider the importance of human resource management and UGC User-Generated content and business success in the digital era for SMEs cosmetics in Yunnan, China. In this, the researchers employed the quantitative research approaches. The instruments of research were the steps of a questionnaire. Data were collected from 318 people who are entrepreneurs of SMEs cosmetics in Yunnan. The data collected were analyzed using descriptive statistics as mean, standard deviation, and percentage on the basis of observing the actual business success in the digital era for SMEs cosmetics in Yunnan, China studied through all operational links in business success. Findings are applications of human resource management and UGC User-Generated content on business success are mostly-level.

Keywords: human resource management, User-generated content, business success

INTRODUCTION

At present, there is not rich research on human resource management in the SMEs business, and the research on the perspective of operational efficiency is rare. This paper, on the basis of consulting rich information and fully investigate the SMEs business on operational efficiency and human resource management optimization strategy, to a certain extent, complement and enrich the study of human resource management, for the SMEs business human resource management optimization has a certain theoretical guiding role. Meanwhile, this study could provide some references for future research on human resource management in the civil SMEs business field.

This study with employee satisfaction survey as a diagnostic tool, can find SMEs business problems existing in human resource management, and put forward targeted response strategy, to improve the quality of SMEs business human resource management, enhance the cohesion and stability of enterprise employees, reduce the staff turnover of the enterprise. While promoting the improvement of the operation level of the SMEs business in Henan, it provides some human resource management optimization ideas for the development of the SMEs business in other regions, injects vitality into the development of enterprises, and then promotes the sustainable and high-quality development of the SMEs business. At the same time, this study can enrich the human resource management practices in the development of SME industry, and help for the high-quality development of SMEs business.

According to the definition of the network encyclopedia, small and medium-sized enterprises (SME), also known as small and medium-sized enterprises or small and medium-

sized enterprises, is an economic unit with relatively small enterprises in terms of personnel scale, assets scale, and operation scale compared with the large enterprises in the industry. Thus, small and medium-sized enterprises are just a relatively relative concept, and different countries have different regulations, and different industries also have different standards. Over time, the rapid development, from a small and medium enterprise to a large enterprise; if the pace of economic development, large enterprises may become small enterprises. Generally speaking, SMEs are a relative scale concept, which refers to the economy that is relatively small in terms of assets, operation and personnel scale, or to become economic units, which are relative to large enterprises.

In China's market economy, small and medium-sized enterprises play a very important role, and it is an important carrier to promote employment and promote economic development. It plays an important role in mass entrepreneurship and innovation. It has important strategic significance to the economic and social development.

METHODOLOGY

The study role of human resource management and UGC User-generated content on business success in the Digital Era for SMEs cosmetics in Yunnan, China, the researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This research is quantitative in the format is survey research. The research tool was a questionnaire. Data was collected by instrument-based interviews. The population is entrepreneurs of SMEs cosmetics in Yunnan, the total number of entrepreneurs is 1,540 people in Yunnan, China. The survey sample was 318 people from entrepreneurs of SMEs cosmetics business in Yunnan China. The researchers used a simple random sampling method to conduct a random sample size, as determined according to the Taro Yamane formula (Yamane, 1973). 2 Human resource management, UGC User-generated content, and business success, of SME cosmetics product entrepreneurs in Yunnan the mean ($\overline{X}$) and the standard deviation (S.D.) were analyzed using a 5-interval approximation scale to count and weight each business success level and the performance level of the sample group of respondents by assigning numbers instead of weights. The researcher used a 5-level estimation scale by choosing the Likert method and at each level, there was a range value derived from the following calculation formula.

RESULTS

Personal characteristics of entrepreneurs for human resource management and UGC User-generated content on business success

Table 1 Personal characteristics of entrepreneurs in the Digital Era for SMEs cosmetics in Yunnan, China

Characteristics of employees	number (n=318)	Percentage
1. Gender		
- Male	157	49.38
- Female	161	50.63

2. Age		
- 18 - 25 Year	70	22.01
- 26 – 35 year	91	28.62
- 36 – 45 year	84	26.42
- More than 46 year	73	22.96
3. Marital status		
- single	79	24.84
- married	126	39.62
- divorced	113	35.54
4. Degree of education		
- lower than bachelor's degree		
- Bachelor's degree	91	28.62
- graduate	105	33.02
	122	38.36
5. Working time		
- 1-3 years	99	31.13
- 4-6 years	121	38.05
- More than 7 years	98	30.82
6. Monthly income	-	
- 1000-3000 Yuan	116	36.48
- 3001-5000 Yuan	104	32.70
- 5001-8000 Yuan	98	30.82

From the table 4.1, the perspective of gender, female are significantly higher than male, accounting for 50.63 percent, and male 49.38 percentage.

Regarding the age of entrepreneurs, the highest proportion was 26-35 years old, accounting for 28.620%, followed by entrepreneurs aged 36-45 years and entrepreneurs aged 18-25 years, accounting for 26.42% and 22.01%, respectively, and entrepreneurs over 46 years old. Representing 22.96% said that entrepreneurs in the Digital Era for SMEs cosmetics who responded to the survey were generally middle age.

Regarding marital status, 39.63% were single, 24.84% were divorced, and 35.54% were related to the age distribution. The company had many young entrepreneurs.

From the perspective of educational background, small and medium enterprises fresh food product business entrepreneurs generally have lower than bachelor's degree, Bachelor's degree, and graduate accounting for 28.62, 33.02, and 38.36% respectively.

From the perspective of working years, in SMEs cosmetics business entrepreneur is generally in the range of 1-3 years, 4-6 years of employment, accounting for 31.13 and 38.05 respectively, and the entrepreneurs who have worked for more than 7 years also account for a certain proportion, 30.82%.

In terms of monthly income, 32.70% of entrepreneurs have a monthly income of 3000-5000 Yuan, 30.82% of employees have a monthly income of 5000-8000 Yuan, and only 36.48% of employees have a monthly income of 1000-3000 Yuan, indicating that the average income per month of small and medium enterprises cosmetics business entrepreneur has basically reached the middle-income level.

To study the effect of human resource management and UGC User-generated content on business success in the Digital Era for SMEs cosmetics in Yunnan, China

1. Human resource management

Table 2 the level of opinion about the Human resource management

Human resource management	Mean	S.D.	Level	Rank
1. The organization has an appropriate employee selection process.	3.799	.677	Most	9
2. The organization has a recruitment system suitable for the position.	3.874	.601	most	7
3. The organization has a policy for employees to work according to their expertise.	3.824	.681	most	8
4. The organization trains employees until they can perform well.	3.918	.619	most	6
5. Employees have knowledge of using UGC User-generated. content as well	3.761	.692	most	10
6. The organization pays salaries systematically.	4.102	.574	most	5
7. There is a work transparent operating system and good governance.	4.442	.623	mostly	1
8. Every employee works according to the job description of the job.	4.176	.645	most	4
9. The organization has full welfare payments.	4.401	.611	mostly	2
10. The organization has a system for taking care of employees after retirement.	4.327	.607	mostly	3
Total	4.062	.633	most	

From Table 2, the mean and standard deviation of the opinion level of the human resource management variable is at the most level, with the mean value at the most level being 4.062. Comprehensive from all aspects, the average of the mostly side is "there is a work transparent operating system and good governance", a mostly-level average of 4.442, followed by "the organization has full welfare payments", a mostly-level of an average of 4.401, the last is "employees have knowledge of using UGC User-generated. content as well", the average is 3.761, in the most level.

2. UGC User-generated content

Table 3 the level of opinion about UGC User-generated content

UGC User-generated content	Mean	S.D.	Level	Rank
1. The information content of a comprehensive social platform is created to attract more customers.	4.227	.552	mostly	2
2. Content is created on social platforms to be more targeted so that customers have a clear goal.	4.106	.546	most	3
3. Content is created on social platforms showing product shapes and features.	3.998	.618	most	4
4. Product content is used on social platforms after the product is released to drive customer interest.	4.447	.623	mostly	1
5. There are many comment channels on social platforms to get customers interested in reading.	3.883	.654	most	5
6. There is a policy of having a large number of likes on social media to generate interest.	3.743	.642	most	7
7. Make content on social platforms highly reprinted to increase customer interest.	3.850	.586	most	6
Total	4.036	.603	most	

From Table 3, both the mean value and the standard deviation regarding the opinion level affecting the UGC User-generated content are at the most overall level, with the mean value at the most level being 4.036. From the various aspects of the variables involved, we found that the mostly average is "product content is used on social platforms after the product is released to drive customer interest" (4.447), at the mostly-level, followed by "the information content of a comprehensive social platform is created to attract more customers" (4.227), at a mostly-level, the lowest is "There is a policy of having a large number of likes on social media to generate interest", the average of 3.743, in the most level.

3. Business Success

Table 4 the level of opinion about the business success

Business Success	Mean	S.D.	Level	Rank
1. The organization gains market share every year.	3.966	.621	most	5
2. The organization has consistently increasing income every year.	3.887	.698	most	6
3. The organization has more sales every year.	3.771	.599	most	7
4. The organization has new customers increasing every year.	4.104	.640	most	4

5. The organization can keep existing customers continuously.	4.213	.650	mostly	3
6. The organization has to control costs to always reduce.	4.222	.667	mostly	2
7. The organization's profit continues to increase every year.	4.325	.648	mostly	1
8. The organization improves the efficiency of employees every year	3.714	.611	most	8
Total	4.025	.642	most	

From Table 4, the mean and standard deviation of the opinion level of the business success variable is at the most level, with the mean value at the most level being 4.025. Comprehensive from all aspects, the average of the mostly side is "the organization's profit continues to increase every year", a mostly-level average of 4.325, followed by "the organization has to control costs to always reduce", with mostly-level of an average of 4.222, the last is "The organization improves the efficiency of employees every year" the average is 3.714, in the most level.

CONCLUSION

The mean and standard deviation of opinion levels regarding factors affecting business success are at a most overall level, with a most-level mean at 4.049. From each variable, we found that the mostly average was clear human resource management (4.062), at a most level, followed by UGC User-generated content (4.036), at the most level. Based on the literature review, this study determines the human resource management theory and business success model of the study, proposes a theoretical model and research hypothesis, and divides the business success affecting on human resource management and UGC User-generated content of the digital era for SMEs cosmetics in China into three dimensions human resource management and UGC User-generated content, and business success verifies the reliability of the survey data and the mean, standard deviation regression analysis and structural equation test the hypothesis to confirm the significance of each dimension of consumers in China affecting business success. In general, the research on the structure and dimensions of the assumed variables in this paper enriches the current theoretical achievements and provides an analytical basis for subsequent research. The results show that the effects of business success are human resource management and UGC User-generated content. Combined with the empirical studies, the following conclusions can be drawn.

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