

Using AI to Create O2O Labor Law Consultation and Training Integration Scheme

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Abstract. In recent years, with the rapid development of economy, China's labor relations are constantly changing, and the demands of workers for interests are increasing. In addition, with the outbreak of COVID-19, enterprises are facing severe challenges under both external and internal pressure. In view of this, relying on AI technology and professional personnel, Wish Magic provides consultation and service of labor laws and regulations for people or enterprises in need of relevant help, mediates labor disputes and strives for legitimate interests through online AI keyword search and offline VIP face-to-face expert consultation.

1 Introduction

With the development of economy, the implementation of labor dispatch mode, the prevalence of knowledge payment trend, the frequent occurrence of workplace bullying and the development of artificial intelligence technology in China, there are more and more complex labor relations. At the same time, there may also be more and more labor disputes. In addition, more and more workers pay more attention to their personal interests and dare to speak up. As a result, there are more business opportunities in the field of labor consultation and service.

According to the news released by the Department of Guangdong People's Social Security, in 2019, 1.39 million new jobs will be created in cities and towns of Guangdong Province, and the registered unemployment rate in cities and towns will be controlled within 2.5%. For the legal service industry, according to this trend, the number of both labor and capital will rise. This also means that the legal service industry has a large market capacity in Guangdong, Hong Kong and Macao Bay Area, and it has a long way to go. There is a large space for development.

Therefore, through the online and offline training mode of AI + labor service, college students, workers and enterprise HR (or even the whole enterprise) can master the knowledge of labor law and labor contract law, and know how to safeguard and fight for their respective rights when dealing with labor relations and labor disputes. In addition, we also provide online and offline training for both parties to deal with labor relations and solve labor disputes offline service.

2 Literature Review

Foreign research on labor disputes focuses more on the economic operation of various regions or countries, and

proposes that there is a close relationship between labor conflicts and economic cycle (Rees, 1952) [7].

Besides, domestic scholars have a comprehensive study on the causes of labor disputes. First of all, Shao-Ping Zhang (2012) proposed that the main cause of labor disputes is economic interests, and the inconsistency of economic interests between employers and employees makes it more difficult for workers to protect their rights [6]. Moreover, Jian-Zhong Dai (2002) also believes that economic interests are the main cause of labor disputes, because the two sides of labor and capital pursue different goals of maximizing their own interests [3]. Workers pursue income maximization, while enterprises pursue profit maximization. In addition, Bei Wang(2013) also pointed out that in the period of China's economic transformation, the conflict of economic interests between capital owners and workers is still the internal source of labor disputes and will exist for a long time [1].

Secondly, enterprises do not provide necessary safety protection measures for workers, which is also one of the reasons for labor disputes. Shan-Wen Qiu and Shu-Qing Zhang (1997) believe that if enterprises provide poor working environment and do not provide necessary protection measures for workers, the safety of workers will be difficult to be guaranteed, and the labor relations will become more tense [5]. Nowadays, the phenomenon of increasing labor intensity and prolonging labor time is common in enterprises, which further intensifies the conflict between labor and capital.

Finally, labor disputes may also be caused by the different levels of education quality between employers and employees (Ping-Li Zhu, 2014) [4]. Chao-Xian Guo (2007) showed through empirical analysis that high-quality labor force is more conducive to the improvement of safety production in enterprises, while low-quality labor force has no motivation to promote the improvement of safety production in enterprises [2]. In addition, Wen-

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Jiao Xue (2017) also pointed out that the education level of labor force has a positive effect on labor disputes [8].

3 Research Method

In fact, there are many workers in China who want to know but don't know how to protect their rights. Moreover, the outbreak of this epidemic has tested the ability of HR in many enterprises to deal with labor relations, so that enterprises can deeply understand the importance of HR in labor law.

In view of this, we use case study to explore the way of Wish Magic to do. It provides a labor law database sorted out by senior labor law experts, integrates all labor laws in Taiwan and the mainland, and updates them in a timely manner to provide customers with the most accurate knowledge of labor law, and it also provides online platforms to let customers quickly search through simple AI keyword search. Otherwise, it sets up a special manual service to solve labor disputes and doubts about labor laws and regulations online.

4 Research Results

In the national labor dispute cases, geographically, they are mainly concentrated in Guangdong, Jiangsu, Beijing and other provinces with more developed economy and more floating population. There are many workers in these areas, and they have a high awareness of safeguarding their rights. As a window of reform and opening up, Guangdong Province ranks first in the number of cases due to the large number of migrant workers, accounting for nearly 10%.

Therefore, in the first stage of Wish Magic, the main target market is Conghua District, Guangzhou; in the second stage, the target market is mainly concentrated in Guangzhou, Shenzhen and the Pearl River Delta; in the third stage, the target market will expand to the first and second tier cities.

The direct competitors of Wish Magic are law firms. By the end of 2018, there were more than 30,000 law firms in China, an increase of 8% compared with the end of 2017. From a regional perspective, law firms are mainly distributed in the economically developed eastern regions. Jiangsu, Shandong, Guangdong, Beijing and Shanghai are relatively concentrated.

After all, for law firms, labor disputes only belong to a part of their market, and the legal services provided to consumers are relatively expensive. Wish Magic mainly provides legal advisory services for labor disputes. The

online manual consultation charges a low price, and there are professional human resource trainers offline to provide a series of online + offline courses of training and consulting services to solve labor disputes for consumers.

In view of this, Wish Magic divides its products into four levels (see Table 1): (1) core products - "offline legal lectures and courses": Wish Magic builds a practical platform for customers, let customers further understand and master the labor law and labor contract law through the guidance and training of famous teachers, and solves the labor law problems; (2) basic products - "free low-level AI consultation, online labor service and b-station simplified teaching": through WeChat public account to provide customers with free keyword search, online paid labor consultation and labor dispute resolution services, and simplified explanation of b-station paid thematic labor law courses, so that customers can easily and quickly understand the knowledge of labor law online; (3) expected product - "law + case": the content of offline courses is divided into the first half for lecturer's law explanation, and the second half for discussion and analysis. At the same time, through the establishment of WeChat group communication service, Wish Magic can understand the labor and capital worries of customers and optimizes the course content; (4) value-added products - "tourism, finding a partner, making friends": after the course training, Wish Magic will also provide scenic spot tourism, finding a partner, making friends and other services, so that customers can acquire more value experience while learning knowledge.

5 Conclusions and Suggestions

At the end of last year, Wish Magic signed a letter of intent with Guangzhou Global Village Agricultural and Sideline Products Co., Ltd. to provide it with leisurely and comfortable training venues and materials. A signing ceremony will be held in March this year to sign a formal business contract. In addition, Wish Magic has also conducted in-depth discussion on the future development and cooperation with Former Haidingsong Legal Innovation Group in Shenzhen.

At the same time, Wish Magic has also reached close cooperation with the school level enrollment and employment office to obtain their support and assistance, and helps it to contact and cooperate with other schools, and also according to its offline survey, Wish Magic further understood and clarified the needs of the service objects and the topics of interest, so as to successfully carry out three training lectures, and achieved good results.

Table1. Product strategy.

Level	Item	Service
Core Product	Offline Legal Courses and Lectures	Wish Magic builds a practical platform for customers, and let customers further understand and master the labor law through the guidance and training of famous teachers, so as to solve the problems of labor law.
Basic Product	Free AI Consultation, Online Manual Service and Simplified Teaching in Bilibili	Through WeChat public account, Wish Magic provides customers with free keyword search of laws, online paid labor consultation and labor dispute resolution services, and simplified explanation of Bilibili paid themed labor law courses, so that customers can easily and quickly understand labor law online.
Expected Product	Law + Case	The offline course content is divided into the first half for the lecturer to explain the rules, and the second half for discussion and analysis of cases. In addition, through the establishment of WeChat group communication, Wish Magic can understand the labor and capital worries of customers and optimize the course content.
Value-added Product	Travel, Find a partner, Make friends	The teaching places are various leisure and entertainment places such as tourist destinations and cafes. After the course training, it will also provide scenic spot tourism, finding partners, making friends and other services, so that customers can learn knowledge and get more value experience at the same time.

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