

RESEARCH ON THE INFLUENCE OF DIGITAL ECONOMY ON ENTERPRISE HUMAN RESOURCE MANAGEMENT

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ABSTRACT

The development of digital economy has an important impact on the human resource management of enterprises, which has changed the traditional mode of human resource management, innovated the content of human resource management, and promoted the reform of human resource management. Digital economy can realize the digitalization, agility and informatization of human resource management, optimize the training, performance appraisal and incentive of employees, enhance the work enthusiasm of employees, and promote the promotion of enterprise competitiveness.

Key words: Digital Economy; Enterprise Human Resource Management; Influence

INTRODUCTION

1. Digital and digital human resource management concept

In the process of digital human resource management, we will be exposed to big data, digital management, human resource digitalization and other related concepts. Big data technology is the main tool of digital human resources management, master big data technology is the basic premise of digital management, its strategic significance is not to master the huge data collection, but the huge amounts of data specialized processing, make data intelligent, innovative, so as to realize the value-added data, bring practical benefits for the enterprise [3]. Digital human resource management is different from the traditional management is to empower employees, who have more independent control over their work, so as to promote their independent learning and development potential and enhance the overall interests of the enterprise.[1].The flat organizational structure is the most suitable for digital human resource management and reduces the communication level between the decision-making layer and the executive layer, allowing the employees to quickly respond to the enterprise strategy. [3].

OBJECTIVE

2. Problems of digital transformation of enterprise human resource management

Under the long-term traditional development, empiricism and conservative ideas lead to difficulties in the digital transformation of enterprise human resource management. The conservative human resource management system cannot adapt to the complex internal and external environment in the digital era. The deficiencies of the enterprise human resource management system are reflected in the following aspects:

2.1 Poor recruitment system and lack of digital talents

At present, most enterprises have not made reasonable planning for human resources, and the human resources structure cannot avoid the existence of aging, young and middle-aged generation, knowledge conservatism and other phenomena. Blindly increase or reduce the recruitment, cannot meet the demand for human resources, but will form the labor redundancy and labor shortage concurrent situation, the cause of this situation is because in the digital survival era, the quantity and quality of digital talents will greatly affect the total quality of human resources. [2].

2.2 Traditional training is difficult to meet the needs of digital talents of enterprises

The traditional training method has been difficult to adapt to the needs of enterprise development, there are three reasons: first, high time cost and organizational management cost, low training frequency; second, low resource utilization, fewer employees get effective training; third, the poor timeliness, In the explosion of the Internet, without the latest and most advanced knowledge, the training results can meet the development needs of the enterprise.

2.3 The performance appraisal system lags behind the development of digital management of enterprises

In the digital survival era, if enterprises want to develop rapidly, it is bound to develop new enterprise strategies, and if hr managers cannot adjust the performance appraisal system in time, it is difficult to give appropriate feedback on the assessment results and establish an effective reward and punishment mechanism, which defeats the enthusiasm of employees; on the other hand, the overall benefit of the enterprise will decrease due to the change of strategy. [2].

2.4 The backward salary and welfare system cannot motivate employees in the digital age

Maslow's hierarchy of needs theory points out that people's needs are divided into five levels, namely, physiological needs, safety needs, social needs, respect needs and self-actualization needs. When people are at a certain level, they will pursue a higher level of demand. In the digital age, employees' needs for pay and benefits are quite different from before. As China has entered a new era, the rapid improvement of material living standards, coupled with the development of information technology, the popularization of the Internet and convenient communication equipment, the demand level of employees is generally higher than in the past. The salary system of the enterprise is basically designed based on the traditional incentive theory, and the salary is paid according to the post and the unified welfare treatment level, which does not really grasp the pain points of the needs of employees, resulting in poor incentive effect. [1].

3. The impact of digital economy on human resource management

3.1 Help to build the human resource management system

In the process of enterprise human resource reform and development, it is necessary to strengthen the human resource management system. The traditional human resource management mode is relatively chaotic. In the process of continuous development and expansion of the enterprise, it has been unable to meet the needs of human resource management and is unable to face the complex human resource

management work. Therefore, the combination of digital economy and human resource management is imperative, helping enterprises to build and improve the human resource management system, improve the command center system, and adopt a unified management system in the system, to ensure that all links and work of the enterprise can be carried out in accordance with the relevant system to promote the development of the enterprise. Digital economy for the enterprise human resource management of advanced technical support, bring advanced management platform, enterprise human resources online management, not only can save management time, also can solve more problems through the management platform, help human resource management efficiency, and solve the problem at the same time can leave records in the platform, the related problems in the process of solving can follow-up tracking.

3.2 Strengthen the training of professional talents

Talent is the core competitiveness of enterprises and the source of the continuous development of enterprises. In the development of digital economy today, the demand and attention for high-end talents are more and more strong, so it also reflects the importance of human resource management. Human resources often determine whether an enterprise has high-end talents, and it is crucial to make good use of talents. Through human resource management to help enterprises to recruit the right talent, to build a strong team. Therefore, in the process of the development of digital economy, human resource managers should expand the talent approach, recruit talents from different industries and regions, strengthen the introduction of high-quality talents, and ensure the demand of talents in all aspects needed for the development of enterprises. First of all, in the process of human resources recruitment, reasonable recruitment standards should be formulated, including education, age, work experience and other aspects, so as to reduce the interview pressure and improve the interview efficiency. Secondly, the talents need to be trained after entering the enterprise. Human resource managers need to introduce the enterprise culture and the working mode of the enterprise to the employees, so that the employees can quickly understand the enterprise, adapt to the working mode of the enterprise, and formulate the promotion routes for the talents, so as to enhance the enthusiasm of the staff. Finally, in the process of human resource management, employee files can be built, and information platform upgraded, so that the relevant information of employees can be stored in the cloud, and relevant personnel can log in to consult, so as to improve the human resource management of the enterprise and promote the long-term development of the enterprise.

3.3 Create digital performance evaluation

In human resource management, performance evaluation is an important means for whether the employees are qualified and whether their work enthusiasm meets the requirements of enterprises. In the era of digital economy, enterprises should take employee performance management as an important means, adopt diversified assessment methods, and match a reasonable incentive mechanism. Digital economic development under the enterprise performance evaluation does not need to manual calculation, the enterprise can be in the information platform record information, the information integration of employees, through the digital platform to calculate employee performance, detailed to the employee data summary and analysis, so as to improve work efficiency, reduce the work difficulty. In addition, the performance appraisal results of employees can be evaluated through the digital platform, and the unqualified talents should be evaluated targeted, so that they can be improved and improved. While understanding the talent information, it can help enterprises to save costs. Through digital performance evaluation, it can effectively enhance the enthusiasm of employees and promote the long-term development of the enterprise.

3.4 Improve the digital performance appraisal system

Digital human resource management, firstly, establish the employee database to data the basic information, job information, work ability and personal value, put all data into digital data appraisal system and use big data technology to conduct data analysis and evaluation, so as to make the assessment more comprehensive, fair and open. And due to the long-term data accumulated in the database, is advantageous to the enterprise "efficiency hook", employee long-term performance growth or downward trend can not only as the basis of salary adjustment, promotion, also can use digital analysis means to find the influencing factors of employee performance fluctuations to develop incentive strategy or training content. In the context of the rapid development of information technology and big data, the relationship between data and information and the development of economy is becoming more and more close. Digital economy has begun to affect all aspects of people's lives, especially in enterprise management, which plays a very important role. In the process of enterprise development, the management of talents is an important part of enterprise management and plays an irreplaceable role in the long-term development of enterprises.

METHODOLOGY

1. The Importance and Purpose of Human Resources Research

Human resources are one of the most important resources for enterprises, and their research plays a crucial role in the sustainable development and competitive advantage of enterprises. The purpose of human resources research is to gain a deeper understanding of the inherent laws, management strategies, and best practices of human resources, in order to achieve corporate strategic goals, improve organizational performance, and enhance employee satisfaction.

2. Common human resource research methods

1. Questionnaire survey method: By designing a questionnaire, collecting a large amount of data, and conducting statistical analysis to study human resource issues. The advantages include easy operation, low cost, and wide coverage; The disadvantage is that the reliability and validity of the questionnaire are difficult to ensure, and it is difficult to obtain in-depth detailed information.

2. Interview method: Through face-to-face or telephone communication with employees, understand their views, attitudes, and behaviors. The advantage is the ability to obtain in-depth and authentic detailed information; The disadvantages are high cost, small sample size, and susceptibility to the influence of interviewees.

3. Field observation method: By observing the behavior, interaction, and environment of employees in the workplace, understand human resource issues. The advantage is the ability to obtain real and intuitive information; The disadvantages are high cost, long duration, and the presence of observers may affect employee behavior.

4. Literature research method: By consulting relevant literature, sort out and summarize the research status and development trends of human resources issues. The advantage is the ability to acquire comprehensive and systematic knowledge; The disadvantage is that the quality and availability of the literature are difficult to ensure.

3. Combination and Analysis

Select appropriate research methods based on different research objectives and objects and combine and analyze various methods to obtain more comprehensive and accurate research results. For

example, when studying the relationship between corporate performance and employee satisfaction, a questionnaire survey method can be used to collect a large amount of data, and statistical analysis methods can be used for in-depth research; At the same time, interview methods can be used to gain a deeper understanding of employee perspectives and attitudes, thereby improving the reliability and validity of the research.

4. Case study

Elaborate on how to use human resources research methods to solve practical problems or optimize management strategies through specific cases. For example, a certain company used a questionnaire survey method to evaluate employee satisfaction and found that the problems mainly focused on training and development. In response to this issue, the company adopted interview and field observation methods to further understand employee needs and developed a series of targeted training and development plans, ultimately improving employee satisfaction and organizational performance.

5. Interdisciplinary perspective

Explore the insights and impacts of other related fields, such as psychology and sociology, on human resource research. For example, cognitive and behavioral theories in psychology have important application value in human resources research, which can help companies gain a deeper understanding of the psychological mechanisms behind employee behavior and provide theoretical support for developing targeted management strategies.

6. Development trends and challenges

With the intensification of enterprise competition and changes in the environment, human resources research faces many challenges and development trends. For example, the application of big data technology provides a richer source of data and analytical tools for human resources research; Cross cultural research has gradually become a hot area of human resources research; The coordinated development of human resource management, organizational strategy, and organizational culture has become a key research direction in the future.

7. Conclusion

Mastering different human resource research methods is of great significance for enterprise management practice. With the development and emergence of challenges in related fields, researchers should continuously innovate and improve research methods to provide more scientific and effective guidance for human resource management in enterprises.

RESULTS

The significance of human resource data analysis

In the context of the digital economy, human resource data analysis is of great significance for improving employee satisfaction and optimizing recruitment strategies. By collecting, integrating, analyzing, and mining human resource data, enterprises can more accurately evaluate employee performance, predict talent demand, optimize compensation systems, and thereby improve employee satisfaction and work efficiency.

With the continuous development of technologies such as artificial intelligence and big data, there may be the following innovative changes in the field of human resource data analysis in the coming years:

1. Data driven decision-making: More and more enterprises will rely on data and analysis to make human resource decisions, in order to improve the accuracy and effectiveness of decision-making.
2. Personalized employee experience: By analyzing the personalized needs of employees, enterprises will be able to provide a more caring and efficient employee experience.
3. Automated talent management: Artificial intelligence and machine learning technologies will be widely applied in various aspects such as talent identification, recruitment, training, and performance evaluation to improve the efficiency and quality of talent management.
4. Cross border cooperation and sharing economy: Enterprises will pay more attention to cross-border cooperation and sharing economy models to fully utilize human resources and improve resource utilization efficiency.
5. Data security and privacy protection: With the increasing importance of data in human resource management, data security and privacy protection will become the focus of attention for enterprises.

CONCLUSION AND FUTURE WORK

In view of the above, the following strategic guidance suggestions are put forward for enterprise operators:

1. establish a perfect human resource data management system: enterprises should strengthen data governance, improve data quality, and ensure the accuracy and integrity of data. At the same time, we should establish a perfect data security system to ensure data security and privacy protection.
2. strengthen the construction of data analysis ability: enterprises should cultivate professional data analysis teams and improve the data analysis ability of human resource managers. In addition, external forces such as consulting companies or universities can be used for data analysis and mining.
3. implement personalized human resource management strategy: enterprises should use big data technology to analyze the personalized needs of employees and develop more intimate and efficient employee experience strategies. For example, through the analysis of employee behavior and preference data to develop personalized training plans or career development plans.
4. innovative talent management mode: enterprises should actively explore the application of artificial intelligence, big data and other technologies in talent management to improve the efficiency and quality of talent management. For example, machine learning technology is used to optimize the recruitment process and improve the accuracy and efficiency of recruitment.
5. strengthen the application of cross-border cooperation and sharing economic model: enterprises should pay attention to the application prospect of cross-border cooperation and sharing economic model in human resource management and improve the competitiveness of enterprises through resource sharing and optimal allocation. For example, cooperate with other enterprises to carry out talent training or share employee resources to reduce costs and improve efficiency.
6. continue to pay attention to industry trends, policies and regulations: enterprises should continue to pay attention to changes in industry trends, policies and regulations, so as to timely adjust human resource management strategies to meet the needs of the market. For example, focus on the impact of changes in human resource management policies, regulations and industry standards issued by the government on enterprises.

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