

# Practice of Enterprise Human Resource Management Based on the Digital Economy Era

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**Abstract:** As an important force in China's economic development, small and medium-sized enterprises must seize the opportunities brought about by the digital economy era, be prepared to respond to the challenges brought about by the digital economy era, and improve their comprehensive strength level to contribute to China's economic development. This article mainly starts with the basic characteristics of the digital economy era, analyzes the opportunities that the digital economy era brings to the optimization of human resource management for small and medium-sized enterprises, and elaborates on the problems that exist in human resource management for small and medium-sized enterprises in the digital economy era. It points out the main factors that affect human resource management, and then proposes relevant strategies for optimizing human resource management for small and medium-sized enterprises in the digital economy era, in order to improve the level of human resource management for small and medium-sized enterprises.

**Keywords:** Digital economy era; Enterprise; Human Resources Management

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## 1. Introduction

With the gradual improvement of the development level of internet technology, the digital economy era provides more opportunities for the daily production, operation, and management of enterprises, but at the same time, it also provides increasingly strict challenges for their human resource management field. For the human resource management work of enterprises, it is not only actively changing traditional management concepts in the digital economy era, but more importantly, actively responding to the changes and challenges in the digital economy environment, and applying digital and information technology methods to the process of human resource management, and integrating them into personnel recruitment, training, performance evaluation, and other aspects, Thus achieving innovation and high-quality development in human resource management work, further improving the efficiency, convenience, and reliability of human resource management, and providing high-quality talent guarantee for the sustainable development of enterprises<sup>[1]</sup>.

## 2. Human Resource Management Faces Opportunities in the Digital Economy Era

### 2.1 Adjusting the Human Resource Structure of Enterprises

In the new development period of the 21st century, small and medium-sized enterprises must break away from the traditional labor-intensive industries of the past and make significant industrial structural adjustments based on the characteristics of the digital economy era. The industrial structural adjustment of small and medium-sized enterprises means optimizing human resources to achieve structural adjustment of human resources. This series of chain reactions further promote the optimization and management of human resources in small and medium-sized enterprises, providing assistance for them to respond to supply side structural reforms.

### 2.2 High tech industry provides impetus for enterprise development

The innovative development of science and technology makes it easier for small and medium-sized enterprises to rapidly rise in the new economic development environment, leveraging the advantages of the digital economy era, and achieve their own better

development goals. The high-tech industry requires enterprises to have greater flexibility and the spirit of innovation, and small and medium-sized enterprises can better adapt to the development and changes of the times by relying on their own advantages of flexible development, so as to better apply scientific and technological achievements to their own industrial development<sup>[2]</sup>.

### **3. Human resource management issues in small and medium-sized enterprises in the digital economy era**

#### **3.1 Backward management concepts**

After entering the digital economy era, some small and medium-sized enterprise managers still adhere to traditional management concepts and have not updated their management concepts in a timely manner with the development of the times. Traditional management concepts seriously constrain the development of enterprises, mainly reflected in the following two aspects. Firstly, the management assessment mechanism lacks flexibility. Some small and medium-sized enterprises still use traditional management assessment mechanisms, and excessively strict assessment mechanisms have led to poor personnel mobility, seriously affecting the long-term development of the enterprise. Secondly, in the era of the digital economy, the application of data thinking is neglected. Many small and medium-sized enterprises have not realized the importance of data thinking in optimizing human resource management, and its application effect in daily human resource management is poor, and it is difficult to effectively leverage the role of talent in promoting their own development.

#### **3.2 Insufficient economic strength**

Currently, there are a large number of small and medium-sized enterprises, which play an important role in China's economic development. However, the construction of data platforms for small and medium-sized enterprises requires a large amount of investment, and some enterprises' economic strength cannot support the construction and maintenance of data platforms. The lack of economic strength has made many small and medium-sized enterprises face difficulties in the construction and application of data platforms, thereby missing out on opportunities for enterprise development in the digital economy era. In addition, some small and medium-sized enterprises invest a certain amount of funds to build data platforms<sup>[3]</sup>. Due to the long-term operation of data platforms in the later stages, enterprises often face the dilemma of insufficient funds when maintaining data platforms, which makes it difficult for small and medium-sized enterprises to effectively grasp the development opportunities brought by the digital economy era.

#### **3.3 Lack of technical talents**

If small and medium-sized enterprises want to seize development opportunities and actively respond to challenges in the digital economy era, they will inevitably rely on the role of talent. They need to introduce digital technology talents to meet the development needs of enterprise data analysis and application. However, many enterprises, due to cost constraints, have not invested enough in the recruitment of technical talents, making it difficult to attract outstanding talents to enter the enterprise. In addition, there is currently a shortage of talents who are truly proficient in data knowledge and master professional digital technology, which poses a significant challenge for small and medium-sized enterprises to introduce talents.

### **4. Optimization Measures for Human Resource Management in Small and Medium Enterprises**

#### **4.1 Reasonable Application of Internet Technology to Cope with the Impact of Globalization**

Small and medium-sized enterprises can adopt the form of online recruitment when conducting talent recruitment, which not only expands the scope of recruitment, but also breaks the limitations of time and space, allowing small and medium-sized enterprises to obtain more and more valuable talent resources at a smaller cost. In addition, SMEs should also focus on building their own official digital platforms, such as official microblog, official WeChat official account and other platforms, so as to use these platforms to release first-hand recruitment information. In short, small and medium-sized enterprises must find ways to broaden the channels for publishing recruitment information in order to obtain more outstanding talents, so that more people can pay attention to the company's recruitment information. In addition, based on internet platforms, small and medium-sized enterprises can establish their own talent information database, conduct talent screening, improve recruitment efficiency, and truly select talents that meet job requirements for the enterprise.

#### **4.2 Building a Scientific Evaluation Mechanism to Play the Role of Talents**

In the process of human resource management, performance evaluation is a key content and also one of the difficulties in effectively leveraging the advantages of human resource management. A scientific and reasonable performance evaluation method

can further stimulate the work enthusiasm of enterprise employees, thereby better motivating them to contribute to the development of the enterprise. However, if there are problems with the performance evaluation method, it may affect the working atmosphere of enterprise employees, and even affect their role, which is not conducive to the long-term development of the enterprise. The traditional human resource evaluation mechanism is no longer able to meet the development needs of small and medium-sized enterprises in the digital economy era<sup>[4]</sup>. Small and medium-sized enterprises must establish a scientific evaluation mechanism as soon as possible to improve the performance evaluation mechanism. Firstly, it is necessary to establish an information system in order to input relevant information, including detailed personal information and work performance of enterprise employees. Secondly, human resource managers need to establish and improve enterprise evaluation systems based on the actual development of the enterprise itself. Finally, when conducting employee evaluation and assessment, enterprises must ensure that the evaluation results are fair and open, so that they can comprehensively evaluate their employees.

### **4.3 Establish and Improve Internet Supervision Mechanism to Improve Insurance Response Ability**

Firstly, small and medium-sized enterprises need to make reasonable use of current emerging technologies and improve their internet supervision mechanisms through the integration and application of technologies. Secondly, the information and data collected by the Internet supervision mechanism should be reasonably applied to promptly identify their own problems and effectively solve them in the first time. Finally, it is necessary to enhance the ability of the internet supervision mechanism to respond to risks, and help enterprises improve their awareness and ability to respond to risks.

## **Conclusion**

With the rapid development of the digital economy era, various technologies are constantly being innovated and widely applied in various industries. In the context of the digital economy era, small and medium-sized enterprises have enormous development potential, while also facing the challenges brought by the digital economy era. Small and medium-sized enterprises need to fully recognize the importance of optimizing human resource management, start from problems, and do a good job in optimizing human resource management.

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