

Analysis and Exploration of Digital Transformation and Innovation in Human Resource Management

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Introduction: In the context of the digital era, by analyzing the current situation of internal human resource management in enterprises, it can be found that digital transformation has become one of the effective measures for enterprises to improve internal organizational management. Based on this, the author will elaborate in detail on the digital transformation value of human resource management in the digital era, propose the current digital transformation ideas of human resource management combined with advanced technology, summarize the various issues that need to be paid attention to in the digital transformation of human resource management, and contribute to the comprehensive improvement of the core competitiveness of enterprises.

Keywords: Human resource management; Digital transformation; Resource integration

Introduction:

In the digital age, the reform and development of enterprises face new opportunities and challenges. Science and technology are the primary productive forces. With the development of technology, the internal management of Chinese enterprises is facing disruptive reforms. To stand firm in the tide of the times, enterprises must actively innovate, keep up with the times, and embark on the journey of digital transformation in human resource management. By learning advanced human resource management concepts and methods, enterprises can comprehensively improve their social competitiveness.

The main purpose of the digital transformation of human resource management work is to use modern information technology to provide more efficient and convenient office processes within the enterprise, improve the security of various information data within the enterprise, reduce the probability of errors caused by human operations, and improve the effectiveness and accuracy of the overall office process of the enterprise. Therefore, in order to ensure that enterprises can achieve healthy and sustainable development in a complex and ever-changing market environment, they must accelerate the digital transformation process of human resource management.

I. Characteristics of digital transformation

Through the digital transformation of human resource management, it can help various departments within the enterprise achieve more efficient information transmission processes. Employees from different departments and positions can achieve efficient communication anytime and anywhere on the information management platform, ensuring smoother business operations and improved connectivity between different work processes. With the support of digital transformation in human resource management, enterprises can achieve efficient handling of daily affairs, ensuring that they have stronger competitiveness in complex and ever-changing market environments, so as to better unleash their social value.

The widespread application of digital technology can help relevant human resource managers to monitor and analyze various activities within the enterprise in real time, thereby ensuring the effectiveness of various activities and reducing labor losses in traditional manual service processes. In addition, the application of digital technology can establish an internal automated transaction processing system for enterprises, allowing some relatively tedious and less important work to be carried out in the automation system, alleviating the pressure on human resources, reducing the occurrence of work errors caused by batch work, and further improving the quality of internal work in enterprises.

II. The direction of digital transformation in human resources

In the current digital transformation of internal human resource management in enterprises, the main transformation directions include the following aspects.

1. Talent Discovery and Talent Management

Talents are the foundation of enterprise business development and the key to achieving enterprise transformation and development. The application of digital technology in talent discovery and management mainly involves scientifically analyzing the talent standards of different positions through digital technology and tools, determining the talent needs of different positions, and formulating subsequent talent training plans through talent inventory to ensure that talent training work is consistent with the future development strategy direction of the enterprise. In addition, digital technology can also optimize personnel management systems, form a more complete and scientific portrait of employees, and make appropriate job adjustments based on the individual abilities of different employees, optimizing the internal talent structure of the enterprise. To meet these requirements, enterprises must attach great importance to the introduction of digital talents, while also strengthening the training of existing enterprise management personnel, improving the digital literacy of internal management, and

laying a solid foundation for the digital transformation of subsequent talent management work.

2. Personnel Core Management

The core human resource management work includes traditional human resource business segments such as salary performance, attendance management, and personnel transfer. It is the core content of human resource management work. By applying scientific business management models, the daily work efficiency of the human resource management department can be comprehensively improved. In the core human resources department, there is a strong correlation between various business sectors. Therefore, by promoting the digital transformation of personnel core management, key talents in the human resources core sector can have more energy to carry out personnel management reform.

3. Employee motivation and corporate culture

In the era of informatization, the trend of youthfulness in the workplace has become inevitable. Only young people can better cope with the current complex and changing market situation, and better learn and accept new career concepts and skills. Therefore, through the construction of digital platforms, not only can employees be better managed and scheduled, but also empowered, providing employees with more communication and career development platforms. Employees can communicate face-to-face with managers from various departments on the digital platform, timely understand the evaluation of their daily work by department leaders or other colleagues, and use it as a reference for future work adjustments.

The application of digital technology in corporate culture construction can facilitate the company to better carry out corporate culture construction work, and also enable employees to better feel the company's corporate culture care. For example, on an employee's birthday, the digital management platform can remind colleagues to give them birthday wishes and electronic greeting cards. Employees can receive corresponding point rewards in participating in corporate culture construction, and exchange their points for corresponding physical rewards in the e-commerce mall. This can not only reflect the humanistic care of the enterprise, but also mobilize the work enthusiasm of employees through flexible incentive policies.

III. Measures for digital transformation of human resource management work

1. Strengthen one's own strength

The strength of the enterprise itself is the key force driving the digital transformation of various business operations. In practical work, enterprises should conduct comprehensive analysis based on the digital needs of human resource management and actively introduce various advanced technologies to expand the radiation range of human resource management work.

Firstly, it is necessary to improve the personnel system and business processes. In the current market environment with excessive competition pressure, in order to improve the social competitiveness of enterprises, it is necessary to ensure that the internal business processes of the enterprise are more convenient, and at the same time, there should be corresponding institutional guarantees for the development of various businesses, clear job responsibilities, and strengthen communication between departments. Therefore, in order to improve the effectiveness of human resource management work, enterprises should combine their own development strategies to scientifically plan human resource management work, enhance the enterprise status of the human resource management department, and provide guarantees for the promotion of subsequent personnel reform work.

Secondly, it is to enhance the professional abilities of relevant personnel. The human resources management department provides corresponding resource support to various departments in the daily operation of the enterprise. Therefore, the professional quality of internal personnel in the human resources management department will directly affect the business development effectiveness of other relevant departments. Therefore, enterprises should strengthen the internal training effectiveness of human resource management departments, enhance the cultivation of digital concepts, improve the soft power of professional talents, and provide talent support for the digital transformation of enterprises.

2. Accelerate management change

In the process of promoting the digital transformation of enterprise human resources, full consideration should be given to the development direction of the current system, combined with the concept of digital development, scientific analysis should be conducted to identify the shortcomings of the current human resources department management system, and the direction of information technology reform in human resources management work should be clarified.

In terms of personnel recruitment, the human resources management department should actively explore information technology recruitment channels, expand the scope of talent recruitment, and improve the quality of talent recruitment. In addition, in the process of talent recruitment, online screening of resumes and interviews can effectively reduce practical losses in work and improve the efficiency of recruitment work.

In terms of talent appointment, the use of digital technology can create a refined portrait of internal talents in enterprises, facilitating the human resources department to understand the characteristics and abilities of various talents within the enterprise, and providing guarantees for the effectiveness of personnel job transfer work.

In terms of talent cultivation, digital platforms can be used to provide online training for employees, and the training content and materials can be uploaded to the online platform. Employees can conduct targeted learning according to their job plans, which can improve the effectiveness of employee training work and avoid training work being affected due to time conflicts. In addition, through online training

platforms, accurate analysis of employee performance in training and learning can be conducted, helping employees clarify their own strengths and greatly assisting in their career planning. Enhance employees' sense of belonging and reduce the occurrence of talent loss.

3. Clarify one's own positioning

Human resource management is an important aspect that affects the development of enterprises. Therefore, in promoting the digital transformation of human resource management, relevant managers should actively play their guiding role, correctly view the positive impact of digital reform on enterprise development, fully leverage the advantages of digital technology, strengthen digital transformation training for managers, and enable enterprises to occupy a place in fierce market competition.

4. Construction transformation plan

Scientific scheme design is the key to ensuring the smooth progress of various work. In the design of enterprise digital transformation schemes, the following aspects should be taken into consideration.

The first point is to thoroughly sort out the various business processes in the development of the enterprise, strengthen the data collection of key indicators, and provide necessary theoretical support for the design of subsequent digital transformation plans. In addition, enterprises need to clarify the core requirements of digital transformation, deeply integrate various work points in human resource management with digital technology, strengthen the correlation between various links, and improve the feasibility and practicality of digital transformation.

The second point is to clarify the main application directions of various digital technologies in digital transformation. In the formulation of the transformation plan, it is necessary to scientifically evaluate the overall design plan, understand the transformation needs of each module, to ensure that the digital transformation work can meet the current development needs of the enterprise, and to ensure that the activity construction can meet the current business situation of the enterprise.

The third point is to conduct digital market research, collect the daily business needs of employees or partners through survey questionnaires, and invite relevant experts to jointly conduct semi-structured discussions to understand the views and needs of relevant personnel on enterprise digital transformation work, and combine relevant needs to design digital transformation. In addition, companies can organize relevant personnel to visit successfully transformed enterprises, understand the practical application paths of various technologies, and improve the digital awareness of relevant personnel.

5. Ensuring Information Security

In the process of digital transformation in human resource management, how to ensure the information security of enterprises and employees is one of the key issues that relevant departments need to face. Therefore, relevant departments should establish a sound security management system, set information access permissions based on the job requirements and levels of different positions, and strictly control the daily work of employees to avoid risks caused by the leakage of core information to the enterprise. At the same time, it is necessary to introduce the latest security and prevention system, and establish a firewall to collect information from the outside world. Finally, in order to prevent the loss of enterprise information, regular backups of various internal information should be carried out, and the backups should be strictly safeguarded to avoid data loss caused by various uncontrollable factors that may affect the smooth operation of subsequent business.

Conclusion:

In order to cope with the development of industries in the context of economic globalization and to have higher competitiveness in market competition, the digital transformation of human resources work has become an inevitable trend. If enterprises want to achieve their own healthy and sustainable development, they must actively integrate with the times in the new era, and provide assistance for the transformation of enterprises by introducing various advanced enterprise management technologies. In human resource management, the use of digital technology can effectively improve the efficiency of enterprise human resource management, reduce the occurrence of errors in manual services, and strengthen mutual understanding between employees and the enterprise. This facilitates timely structural adjustments for enterprise employees and provides more convenient conditions for employee training. It enables every employee to gain something from the footsteps of digital development, enhances their sense of corporate identity, and actively invests in enterprise construction in subsequent work.

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