

# Analysis on the Innovation Path of Enterprise Human Resource Management in the Era of Digital Economy

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**Abstract:** In the era of digital economy, with the rapid development of society and economy, the market competition among enterprises is becoming more and more fierce, and they are facing greater development pressure. Human resources are an important manifestation of the competitiveness of an enterprise, and various management tasks rely on the support of talents. Therefore, enterprises should analyze the development of the digital age, innovate and improve human resource management measures, fully mobilize employees' enthusiasm for work, encourage employees to maximize their value in their positions, and help enterprises move towards a better stage of development. There are problems such as lack of incentive measures in human resource management and control in modern enterprises, which will have a negative impact on the development of enterprises. This article discusses the effective path for enterprises to innovate human resource management in the era of digital economy, in order to provide reference.

**Keywords:** Digital economy era, Modern enterprise, Human resources, Management innovation.

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## 1. Introduction

First of all, in the era of digital economy, modern enterprises should pay attention to enhancing human resources advantages, increase capital investment in personnel training, employee training, etc., effectively enhance the comprehensive strength of enterprises, and strive to develop a larger product market. At this stage, some companies have inadequate management and control in human resource management, which has a negative impact on the efficiency of some management work, and even hinders the development of the company. In this regard, enterprises should comprehensively analyze the development trends of the digital economy era, innovate and optimize human resource management, effectively improve the effectiveness of human resource management and control, and provide impetus for enterprise construction and development [1].

## 2. Theoretical Analysis of Human Resource Management in Modern Enterprises

First of all, in the era of digital economy, the development of modern enterprises puts forward higher requirements for employees, and it is necessary to implement corresponding recording measures in combination with comprehensive incentive theory. Specifically, enterprises should make reasonable arrangements for their incentive results based on the actual work performance of employees, implement performance management and control, so that the needs of employees can be effectively met, so as to promote the improvement of employee incentive effects. This requires enterprises to clarify the corresponding job responsibilities according to the actual work situation of each post, so that employees can consciously complete the work tasks as required. Secondly, in human resource management, enterprises should fully understand the needs of employees and divide them into different levels of needs based on the hierarchy of needs theory [2]. In the process of human resource management, enterprises should meet the spiritual

needs, development needs and basic living needs of employees. Finally, enterprises should uphold the people-oriented management principle, and allow employees to work in suitable positions based on their actual work ability and expertise, so as to encourage employees to give full play to their own value [3].

## 3. The Positive Role of Innovative Human Resource Management in Enterprises in the Era of Digital Economy

### 3.1. It Can Promote the Quality Improvement of Human Resource Management

In the context of the development of the digital economy era, modern enterprises are facing greater development and competition pressure, and the traditional human resource management model is not suitable for use, and there are many loopholes in the specific management and control process. After analyzing the status quo of enterprise human resources management, the distribution of responsibilities in traditional human resources management work is unreasonable, and some of the work content lacks effectiveness and cannot play an active role in talent training. In the traditional human resources management process, some enterprises completely rely on the personnel of the human resources department to undertake heavy management tasks, the actual management efficiency is not high, and the error rate in the management process is high [4]. Driven by the era of digital economy, a variety of modern information technologies have emerged, which can be effectively applied in enterprise human resource management to realize information management and control of human resources. This can make the human resource management work of the enterprise more perfect, promote the efficiency and quality of the human resource management work to be significantly improved, and enable the enterprise to obtain greater economic benefits [5].

### **3.2. It Can Promote A More Comprehensive Human Resource Management of Enterprises**

Under the new social situation, the development speed of modern enterprises is increasing, and a large amount of control information will be generated in human resource management. As a result, the workload of enterprises' statistical analysis of various information has increased significantly, and the scope of human resource management has been continuously expanded [6]. By innovating human resource management and control, and implementing management, control and analysis of production and other links with the help of digital information technology, enterprises can make human resource management more comprehensive and avoid management omissions. At the same time, enterprises can use digital information technology to estimate the actual work efficiency of various departments, monitor production management in real time, etc., and achieve the staged goal of efficient development [7].

### **3.3. It Can Make Enterprise Human Resource Management More Accurate**

At this stage, some enterprises do not pay enough attention to human resource management, and the overall quality of the managers they arrange is not high, resulting in the effect of human resource management being far lower than expected. The human resource management level of enterprise human resource managers is uneven, and many control measures are difficult to implement, resulting in a significant reduction in the role of human resource management. In the era of digital economy, enterprises can apply advanced information technology to implement human resource management and control, help managers efficiently analyze human resource allocation, etc., and promote more accurate human resource management. This can improve the quality of human resource management of managers, avoid major losses caused by management mistakes, help avoid management risks, and promote a substantial improvement in the level of human resource management in enterprises [8].

## **4. Common Problems in the Process of Enterprise Human Resource Management at This Stage**

### **4.1. The Concept of Human Resource Management Is Backward and Prone to Management Mistakes**

At this stage, some enterprises implement human resource management and control with outdated management concepts. Some of them regard employee recruitment and training as the content of human resource management, and they have insufficient knowledge of human resource management. First of all, this makes it impossible for enterprises to play the real role of human resource management, which is incompatible with their own development strategies, and cannot provide assistance for enterprise management. In the process of implementing human resource management in some enterprises, managers rely on past management experience to make judgments and analysis, which is prone to management errors, which will adversely affect enterprise management and control.

### **4.2. The Human Resource Management System of the Enterprise Is Imperfect and Lacks A Reasonable Incentive Mechanism**

According to the investigation and analysis, the human resource management system of some enterprises is not perfect, resulting in the inability to implement many control measures, and the actual human resource management is insufficient. First of all, the managers of some enterprises do not carry out management and control work in accordance with the human resources management system, and the corresponding management measures are ineffective. In most companies' job promotion, employees' qualifications are used as an important evaluation indicator, which will greatly hinder the selection of talents, and some talented employees will not be reused, resulting in a significant decrease in the vitality of the enterprise. Some enterprise managers will evaluate employees based on one-sided analysis, etc., and human resource management lacks fairness. This makes the work enthusiasm of the company's employees significantly reduced, and even leads to brain drain. Secondly, there are some enterprises whose economic strength is not strong, their salary is lower than that of their peers, and they are less attractive to talents. Some enterprises attach great importance to employee training, but have not formulated a scientific and complete training program. The training content is too simple, and the corresponding training courses are only carried out in accordance with the procedures, which makes it difficult to play the role of talent training. In addition, some enterprises lack a reasonable incentive mechanism, the incentive system set up lacks fairness, and cannot provide timely rewards for employees with good work performance and strong ability, resulting in insufficient enthusiasm of employees in the work process.

### **4.3. Lack of Rationality in the Allocation of Human Resources in the Enterprise, And Weak Professional Ability of Managers**

In the era of digital economy, enterprises need high-quality human resource management talents to further optimize the rational allocation of human resources, material resources and other resources. At present, many enterprises have problems of unreasonable allocation of human resources. Some positions are insufficiently staffed, while some positions are overstaffed, resulting in low overall work efficiency and serious waste of talents. This increases the cost that enterprises need to invest, which will adversely affect business development and even cause great economic losses. The professional management ability of human resource managers in some enterprises is not high, and they have not systematically learned human resource management skills, etc., and the actual management level cannot meet the management needs of enterprises. In addition, the main task of enterprise human resources management should be to strive for more suitable talents, and human resource managers are required to master various businesses and future development plans of the enterprise. However, some of the current human resource managers lack professional knowledge and can only complete basic tasks such as interviews, and cannot maximize the value of human resource management.

## **5. Strategies for Enterprises to Innovate and Optimize Human Resource Management in the Era of Digital Economy**

### **5.1. Attach Importance to the Business Ability Training of Employees of the Enterprise and Promote the Improvement of the Comprehensive Quality of Employees**

In the era of digital economy, modern enterprises should recognize the importance of human resource management, implement comprehensive control over various management tasks, and reasonably arrange for employees to conduct business ability training. In the process of operation and development, enterprises should pay close attention to the internal control situation, effectively improve the efficiency of management work, and promote the improvement of the quality of their own development. Specifically, the following three points should be done well: First, in the process of enterprise human resources management, great attention should be paid to the training of employees' business ability, so that employees can actively understand the digital economic environment, and guide employees to strengthen the learning of professional knowledge and management skills, so that employees Ability to master advanced work techniques. Second, enterprises should analyze the management and control situation and job requirements of various departments, conduct regular training for employees, and reflect digital safety production, information technology skills, etc. in it, so as to effectively enhance the comprehensive work ability of employees. Third, enterprises should ensure the diversity of employee training content, let employees learn big data professional knowledge, informatization job skills and related legal knowledge, so that employees have a basic understanding of digital management and control, and promote the overall quality of employees. This enables enterprises to reflect the digital development strategy in human resource management, enhance employees' awareness of digital management and control, and create favorable conditions for the digital development of enterprises.

### **5.2. Strengthen Employee Internet Technology Training and Promote Employees to Improve Internet Literacy**

In the era of digital economy, various industries vigorously promote the effective application of Internet technology. Internet channels can enhance cooperation and exchanges between enterprises, and at the same time improve the effect of internal management and control of enterprises. First of all, in the process of human resource management, the rational application of Internet technology can greatly improve the actual management and control efficiency. Based on this, in the enterprise human resource management work, it is necessary to strengthen the Internet technology training of employees, guide employees to use network knowledge to complete work tasks, improve the transmission efficiency of management information, and promote the obvious improvement of the work efficiency of enterprise employees. Secondly, enterprises can carry out digital networking lectures to explain digital development trends and requirements to employees, and demonstrate Internet

technology and management needs, so that employees can have a more comprehensive understanding of the advantages of the Internet. At the same time, enterprise human resources managers should use the Internet to manage and control human resources, establish electronic information files for each employee, mainly record employees' work information, etc., and implement information management of human resources in a unified manner. Finally, the operation and development of modern enterprises depend on the support of the Internet, and attention should be paid to improving the digital information literacy of employees. Enterprise managers should inspect employees' Internet technology learning status from time to time, require the heads of various departments to master employees' use of the Internet for office work, etc., supervise employees' learning of Internet knowledge, and allow employees to use the advantages of Internet technology in their daily work to promote human resource management. improvement in effect.

### **5.3. Optimize and Improve the Performance Appraisal System to Encourage Employees to Play Their Own Value**

First of all, in the implementation of management and control work, performance appraisal management is an important control content, and the performance appraisal results of employees should reflect the working conditions of employees. Based on this, enterprises should optimize and adjust the internal human organization structure, understand the real human needs of each department, innovate and improve the human resource management model, and optimize the corresponding employee performance appraisal system. Enterprise managers should scientifically evaluate the completion of work tasks of employees according to the performance appraisal system to ensure the rationality and accuracy of employee performance appraisal. Enterprise managers should uphold the principles of fairness and impartiality, judge employees' daily work performance, work mistakes, etc., and implement corresponding incentive measures to effectively improve employees' enthusiasm for work. Secondly, for talent recruitment, the human resources management personnel of the enterprise should analyze the development needs of the enterprise and the job requirements of various departments, recruit more suitable high-quality talents, and optimize and improve the allocation of human resources, so as to promote the talents to play in their jobs. Our own talents can provide assistance for the better development of enterprises. At the same time, the human resources management personnel of the enterprise should understand the market talent recruitment situation, labor compensation adjustment, etc., to better demonstrate the advantages of the enterprise, strive to attract more talents to apply for jobs, and promote the improvement of the human resources strength of the enterprise. Finally, enterprises should innovate and improve the talent recruitment system, appropriately adjust the salary and welfare of talents, let talents participate in the work more actively, and promote talents to exert their greatest value.

### **5.4. Attach Importance to Building an Excellent Corporate Culture and Promote Employee Cohesion**

In the era of digital economy, modern enterprises should attach importance to building an excellent corporate culture

so that it reflects the value concept of business development. In this regard, in the process of business practice, enterprises should analyze their actual management and control situation, and integrate corporate culture in human resource management, so that employees can actively deepen their understanding of the enterprise. This helps to create a positive corporate culture atmosphere, provides a good work development environment for each employee, enables employees to better understand the spirit of the enterprise, and promotes the cohesion of employees, thereby creating greater economic benefits for the enterprise. First of all, for the construction of corporate culture, the company should hold exchange meetings to vigorously publicize the model group and glorious deeds of the company, such as an excellent employee winning the first place in a skills competition, etc., to set an excellent example for employees, so that employees can work in the workplace. Set yourself up with high standards. Secondly, enterprises can regularly hold cultural performances and set up certain rewards to allow employees to actively participate in cultural performances and enhance employees' sense of identity with corporate culture. This can enhance employees' sense of belonging to the company, eliminate tension at work, and enhance employees' enthusiasm for work. Finally, corporate human resource managers should take the initiative to understand the difficulties of employees in work and life, help employees solve commuting problems, and guide employees and colleagues to live in harmony. This can make employees feel the warmth from the company and enhance their trust in the company. Corporate culture is an important foundation for the long-term and healthy development of an enterprise, and it also plays a key role in management and control.

## 6. Conclusion

To sum up, in the era of digital economy, there are many drawbacks in the implementation of traditional human resource management work by enterprises, which leads to a decrease in the enthusiasm of employees and even causes great economic losses. In this regard, in order to effectively improve the quality of development, enterprises should innovate and reform human resources management, arrange

for employees to conduct business ability training, Internet technology training, etc., to promote the improvement of employees' comprehensive literacy level, and at the same time optimize and improve the performance appraisal system and build an excellent corporate culture. With the help of advanced technology and control measures, scientifically optimize the allocation of human resources, and promote employees to improve their work initiative.

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