
Original Research Article

The Trends and Challenges of Human Resource Management Models in the Digital Era

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Abstract: With the advent of the digital age, it has had a significant impact on people's lives and production, and also had a significant impact on enterprise human resource management. As the most valuable competitive resource, human resources need to be well managed, which is conducive to improving the internal operational capacity of enterprises and promoting efficient transformation. However, some enterprises face difficulties in transformation and need to strengthen human resource management in the digital age to further promote modernization, development, innovation, and transformation.

Keywords: the digital age; human resources; management model

1. Introduction

In the digital age, competition between enterprises has undergone significant changes, shifting from competition for economic strength to competition for talent. This requires enterprises to do a good job in talent resource management, use digital technology to attract more outstanding talents to the enterprise, and optimize the talent allocation of the enterprise. How to achieve this management goal has become a topic of concern for enterprises at present. We need to strengthen the application of digital information, analyze and predict massive data, complete enterprise human resource management, and provide assistance for enterprises to keep up with the pace of development and rapid transformation.

2. The Characteristics and Value of Human Resource Management in the Digital Era

2.1. The Characteristics of Human Resource Management in the Digital Era

The traditional human resource management model places more emphasis on internal resource allocation and chooses relatively stable management methods to form a management system. However, with the emergence of big data and intelligent technology in information technology reform, new organizations have been built based on digital technology, and technological applications are constantly updated, providing more convenient communication channels for internal employees of enterprises. For example, video live streaming, online conferences, social software, etc. can all rely on digital technology to achieve human resource management.

In addition, the abundance of data resources increases the scientificity of decision-making. In the digital age, the most prominent change is the growth of data volume, which can be applied in enterprise management with the advantage of data, becoming an important resource for enterprises to increase competitiveness and product innovation. This requires enterprises to have high-quality digital talents, organize and analyze various data, and leverage the management value of digital talents to improve their own competitiveness.

2.2. The Value of Human Resource Management in the Digital Era

Firstly, it is conducive to adapting to talent needs. Enterprises are facing more new challenges in digital

development during their development. They need to have a digital awareness to adjust their existing human resources, combine with the development trend of the digital era, and do a good job in human resource transformation and management. Utilizing the advantages of digitalization can break through the limitations of traditional work and provide effective job security for talents. For example, in the digital age of fast information, excellent human resources are the key to enterprise development. Recruitment through online platforms can provide more convenient human resource information for enterprises.

Moreover, in the digital age, it is beneficial to adapt to the development trend of new forms. The main driving forces of supply and demand in global economic development are services and consumption. In the rapid development of the economy, there is uncertainty in the participation of enterprises in the world economy and trade. Under the new economic trend, enterprises need to develop fresh human resource management, reform management methods, and increase their competitiveness in development. In the development of information technology, new technologies and products are constantly emerging, which need to be adjusted in line with industry trends. Digital management of human resources can increase enterprise strength and reflect the development concept of keeping up with the times.

3. The Challenges Faced by the Transformation of Human Resource Management Models in the Digital Era

3.1. The Human Resource Management Model is Not Perfect, and it is Necessary to Strengthen Incentive Mechanisms

Enterprises face opportunities and challenges in their development, and human resource management needs to undergo transformation from a long-term perspective. According to the performance of the enterprise in talent allocation, implementing new management methods, and stimulating employee creativity can ensure the sustainable development of the enterprise. However, in market competition, some enterprises do not attach enough importance to human resource management and cannot implement modern management measures due to various reasons. The reason for this is firstly due to the low effectiveness of human resource management in enterprises. For example, some companies use seniority as a reference for employee promotion evaluation, which leads to some capable employees not receiving corresponding rewards for their efforts and making it difficult to realize their application value, thereby reducing the management vitality of the enterprise. Moreover, some managers mainly rely on subjective impressions to evaluate employees, and some employees who are good at catering to managers but not practical will be promoted and reused, leading to a decrease in the trust of other employees in enterprise management.

3.2. Insufficient Allocation of Management Resources and the need to Improve the Abilities of Management Personnel

In the digital age, high-quality management personnel can do a good job in enterprise transformation and transformation, allocate human resources reasonably, and play a driving role in various aspects of enterprise work. However, some companies currently face difficulties in human resource allocation and unreasonable personnel allocation, which leads to the inability to fully utilize their human resources. However, utilizing digital changes requires investing more costs in analyzing human resources, which puts certain pressure on the development of enterprises. Therefore, in digital reform, it is necessary to strengthen the quality of enterprise human resource management personnel. Only when management personnel have a long-term vision for

development and are proficient in digital system operation skills can the level of human resource management in enterprises be improved. At present, enterprises need to improve the quality of management personnel and help them implement digital reforms.

4. Innovative Paths for Human Resource Management Models in the Digital Age

4.1. Enhance Employee Business Skills and Information Literacy

In the digital era, it is necessary for enterprises to strengthen digital technology training for employees and improve their information literacy in order to promote the reform and innovation of human resource management and provide excellent talents for enterprises. Therefore, in the digital era, enterprises should attach importance to human resource management, strictly control various management processes, and regularly train employees on their business abilities and digital technology to improve their digital skills.

Firstly, regular training should be conducted to encourage employees to participate in technical training and gain a deeper understanding of the company's development trends and economic environment. The digital knowledge and professional management level of employees should be investigated, and digital training plans should be developed based on their existing abilities to provide accurate digital training for employees, such as the selection and application of core technologies such as industrial chains and value chains, Through training, promote the digital application ability of enterprise employees to keep up with the times.

Secondly, when selecting training content, it is necessary to integrate big data professional knowledge and job skills, and continuously improve the comprehensive quality of employees while gradually accepting the basic digital work mode and process. In addition, companies can regularly organize digital skills lectures, fully utilize the advantages of online resources, explain the development trends, employment needs, and focus of digital skills to employees, and make them aware of the importance of digital technology for enterprise development. And regularly invite professional talents to the company for technical guidance, to teach employees more advanced digital information technology and improve their information literacy.

4.2. Building a Platform for Employees to Realize Digital Value

In the past, human resource management in enterprises was mostly aimed at expanding scale and production efficiency, increasing competitiveness in the market. Managers would treat employees as assembly line tools to engage in repetitive mechanical work, without paying attention to their personal thoughts. This management model is not conducive to stimulating their work potential, but rather limits their work ability and personal creativity. With the advent of the digital age and the emergence of new artificial intelligence technologies, enterprises need to reform and teach some repetitive tasks to intelligent machinery. Employees should not only work on assembly lines, but also provide digital services for the long-term development of the enterprise.

For example, by utilizing digital technology to build a human resource management platform, the entire process of employees accepting offers and leaving can be controlled. Utilizing digital technology to provide efficient management services for employees can improve their sense of identification and dedication to the company. Moreover, human resource management can also be transformed through digital skills. With a management model based on shared services, enterprise managers can build a highly authorized and participatory service platform for employees, providing support for their deep participation in digital management.

4.3. Promote the Precise Transformation of Performance Management data

To implement precise transformation of performance management data in enterprise human resource management, it is not only necessary to simplify the steps of previous performance management, but also to improve the accuracy of data, expand the storage capacity of data information, and provide precise regulation and comprehensive management for management. Therefore, when implementing digital human resource management, enterprises can improve the effectiveness of human resource management by introducing advanced big data processing technology.

Firstly, utilizing big data technology to obtain accurate employee performance data. Based on data, assign dedicated personnel to work for employees, effectively adjust employees for certain special positions, promote their initiative and enthusiasm for work, make employees feel the integration of enterprise development and personal abilities, and enhance their sense of value and mission.

Secondly, make full use of big data to analyze changes in employee performance, comprehensively grasp employee abilities, and make job adjustments based on specific situations. Helping enterprises reduce labor costs, avoid unnecessary waste of human resources, and further improve internal organizational structure. Moreover, digital technology can be applied to mobile app programs, a dedicated management platform can be established to integrate and supervise the daily work of employees, constantly understand the problems encountered by employees in work, and solve practical problems, providing digital management assistance for the development of enterprises.

5. Establish Corresponding Reward Mechanisms Based on Employee Needs

Employees have both material and spiritual needs in their work, and companies should establish corresponding reward systems to manage human resources. They should use online resources to conduct surveys on employee needs, classify their needs through big data analysis, and develop corresponding reward and punishment systems to stimulate their sense of belonging to the company. This reflects the humanized management model of the company and provides diverse incentive policies for employees. For example, establishing reward policies from various aspects such as salary and benefits, promotion channels, external training, and team building activities to stimulate employees' work potential, timely praising some capable employees on the company's website, and providing material rewards to play a leading role in other employees.

In addition, it is necessary to establish a sound salary distribution mechanism in conjunction with performance evaluation. Due to the different job positions and job responsibilities within the enterprise, reasonable adjustments should be made in the assessment based on specific work, and salary should be allocated reasonably to ensure that employees receive compensation fairly and justly. Moreover, it is necessary to establish an appropriate accountability system, impose appropriate punishments on employees who are lax or slack in their work, and hold individuals and departments accountable to enhance their team awareness and cohesion. Through these methods, we can enhance employees' sense of responsibility and create digital talents that meet the needs of enterprise development.

6. Conclusion

In summary, fully utilizing information technology to optimize and adjust enterprise human resources is an important part of enterprise development. However, in the process of transformation, there may be some problems that need to be solved, which is a dilemma that enterprises face in their development. In the era

of information technology, many advantages have been provided for digital management in enterprises. In the process of reform and development, enterprises need to fully utilize digitalization to promote the healthy operation of the enterprise, and use information data to achieve reasonable allocation and efficient management of human resources.

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