Research on Digital Transformation and Development of Human Resource Enterprises

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Abstract: *In the process of enterprise development, human resource management has always been an important link of management, it plays a very important role in the future development of enterprises. Under the digital background, strengthening the connection between internal organizations has become an important factor to promote the long-term and stable development of enterprises. Therefore, human resource management has ushered in greater opportunities under this background, but also faces more severe challenges. Digital transformation of human resource management has become an inevitable move for enterprises to maintain strong competitiveness in the fierce competition. Especially at present, the global epidemic has brought impacts to all walks of life, so the organization and management need to adjust according to the enterprise strategy to support the stable development of the business. From the perspective of enterprises themselves, there is an urgent need for enterprises to become stronger, better and bigger. Management needs to further help deepen the reform and promote the quality and efficiency of enterprise operations.*

Keywords: human resources; Digital transformation; Value; development.

1. INTRODUCTION

Under the background of digitalization, human resource management of enterprises has higher requirements, and human resources also ushered in new opportunities for development. Through the application of digital technology, the internal integration of enterprises can be effectively strengthened. At the same time, in the process of external competition, digital transformation can also help enterprises maintain a high competitiveness. Under the impact of the global epidemic, the development of enterprises needs to start from the current development status and promote the stable development of their own business through efficient adjustment of enterprise strategy. In addition, from the perspective of the enterprise's own development expectations, the reform and deepening of human resource management is also an effective path to achieve the enterprise's own development goals and promote the transformation and upgrading of the enterprise [1]. From the perspective of human resource management, digitalization and intellectualization are the trend of The Times. Human resource management needs to be more adaptable to innovation and change to effectively realize transformation and upgrading.

2. DIGITAL AND HUMAN RESOURCES DIGITAL MANAGEMENT CONCEPT

In recent years, with the rapid development of economy, more and more new technologies and new ideas have been applied to various industries, and the characteristics of digital economy have become more and more obvious. In this context, the competition among related enterprises has become more and more intense. In the process of human resources digital management, we will be exposed to big data, digital management, digital human resources and other related concepts. Big data technology is the main tool to realize the digital management of human resources, and to master big data technology is the basic premise for the implementation of digital management. Its strategic significance is not to master the huge data information set, but to professionalize the massive data processing, make the data intelligent and innovative, so as to realize the data value-added and bring practical benefits to the enterprise. Different from traditional human resource management, the core of digital human resource management lies in empowering employees. By releasing rights to employees from top to bottom, they can have more independent control over their own work, so as to promote their independent learning and development of potential, and improve the overall interests of the enterprise. The flat organization structure is the most suitable enterprise structure for the digital management of human resources. The flat organization structure reduces the communication level between the decision-making level and the executive level, so that employees can respond to the enterprise strategy quickly.

3. COMMON PROBLEMS IN DIGITAL TRANSFORMATION OF ENTERPRISE HUMAN RESOURCES

3.1 Lack of overall planning for digital transformation of human resource management

In the transformation process of enterprise human resources digitalization, management content should not only be armed with digital technology, but should be upgraded in all aspects of human resources management, including management methods, means, objectives, objects, etc. In this sense, the digital transformation of human resources needs to involve many aspects, which requires a preliminary planning before the transformation, and then timely adjustment according to the planning combined with the transformation situation, so as to ensure that the enterprise can explore a suitable transformation road from its own perspective. However, as far as the current situation is concerned [2], in the process of digital transformation, many enterprises only pay more attention to the addition of digital technology in the management methods and means, and do not

realize that digital technology involves all levels of human resources management, so they will also lack of necessary overall planning, resulting in the loss of direction and vitality of enterprise human resources in the late stage of transformation.

3.2 The recruitment system is not sound and there is a lack of digital talents

At present, most companies have not made rational planning for human resources, and the human resources structure is inevitably faced with aging, generation generation of the young and middle-aged, and conservative intellectual phenomenon. Blindly increasing or decreasing the number of recruits cannot meet the enterprise's demand for human resources, but will form a situation of labor redundancy and labor shortage. The reason for this situation is precisely that in the age of digital survival, the quantity and quality of digital talents will greatly affect the total quality of human resources of the enterprise.

3.3 Corporate digital infrastructure is relatively weak

From the technical point of view, modern companies are actively introducing advanced information technology from abroad, but many human resource digital managers are still using traditional network technology, unable to complete more difficult human resource management work. Most modern companies are still in the lower stage of human resource management, as the management process of enterprises gradually becomes standardized and in line with international advanced concepts. This makes many human resource management staff thinking lag behind, unable to keep up with the pace of international development. The relatively backward thinking has brought many problems to the application of digital software, which is expensive and the work benefit generated is proportional to the cost of input. For this reason, companies are very cautious in purchasing digital infrastructure [3].

3.4 Lack of teamwork in human resource management

In the traditional human resource management team, the staff cohesion between departments is not strong, lack of team cooperation, most of the specific work is point-to-point, but does not involve the point-to-point contact, so that from the internal perspective of human resource management, the digital transformation of human resource management is insufficient and imperfect. And then can not realize the digital management training of talents.

4. THE TRANSFORMATION PATH OF DIGITAL HUMAN RESOURCE MANAGEMENT

4.1 Make plans for the digital transformation of human resource management

In the process of development, modern enterprises adopt the transformation mode from top to bottom to promote digital transformation, that is, enterprises gradually carry out transformation promotion from the overall strategy. Similarly, when the enterprise carries out the digital transformation of human resource management, it must also promote from the design aspect, start from the goal, take the enterprise development motivation as the driving force, judge the business demand according to the digital means, and adjust the enterprise function better. Of course, the top management of modern enterprises should also accept the training of digital thinking, so as to ensure the scientific rationality of digital transformation planning, ensure the transformation of artificial intelligence, big data, blockchain and other digital technologies, so as to better solve the problems of business management and fully improve the digital organizational structure around the functions of human resource management.

4.2 Use digital technology to recruit innovative talents

First of all, according to the talent needs of the enterprise, the development of enterprise human resources planning, the content of post needs data, on the one hand, can intuitively reflect the enterprise needs how many talents, what kind of talents, the level of the demand for talents; On the other hand, it also makes the recruitment work have a focus, more convenient and efficient. Secondly, digital technology can also be used to investigate and analyze the needs of in-service personnel [4], so as to develop appropriate and attractive treatment conditions and enhance the success rate of recruitment. Finally, digital human resource management can establish competency models through analysis of digitized job demands, and then carry out recruitment and screening nationwide through the big data platform of information, thus improving recruitment efficiency and quality.

4.3 Use the shared service center for office convenience

At present, more and more companies are establishing shared service centers to provide efficient, high-quality and diversified services to their staff, with the aim of reducing costs and increasing efficiency, improving staff skills and increasing professional precision. With the help of digital technology, staff can feel better working experience. In the era of mobile Internet, as the boundary between work and life becomes increasingly blurred, personnel services provided by advanced companies have begun to cover all aspects of life, from routine work to work experience and high standards of professionalism. More and more companies offer services such as web portals, mobile applications, wechat public accounts, self-service terminals and hotlines, enabling employees to access the Internet and apply intelligent robots to complete semantic analysis, enabling employees to enjoy information services such as intelligent answers, simple business forms, and form-filling robots. The workplace is an

online work environment where companies use new technologies and modern mobile communications to enhance office transparency and synergy, enhance and enhance staff professionalism and team productivity. Through a unified digital portal (PC/ mobile terminal) [5], a single service portal is established for all participants in the workplace, helping staff to cross the boundaries of the organization, network and keep up with business progress. Through task network meetings, video rebroadcasting and working group meetings, the previously poorly organized meetings are directly transformed into user-friendly network meetings and publicity groups to improve the efficiency of communication and timely dissemination of survey results.

4.4 Pay attention to human resource management professional team building

For enterprise development, talent is the most important thing, and the core of human resource management is also talent management. Therefore, when promoting the digital transformation of enterprise human resource management, it is necessary to build a digital human resource management professional team, so as to fully improve the quality of enterprise management team and better absorb and cultivate digital talents. Build a digital human resource management team that can continuously promote the development of enterprises and serve the benefits of enterprise groups. Only by applying the digital talent management team, can enterprises better implement the digital talent service and promote the digital transformation of enterprises. Enterprises can strengthen the team building, absorb information technology, so as to improve the digital level of enterprises; We can start with the cultivation of backbone, gradually realize the talent management training, and better build the human resource management team so as to enhance the strength and promotion of the enterprise.

4.5 Implement the idea of "enabling" and improve employees' digital innovation ability

In the background of digital survival era, new economic growth points come from The education industry, which constantly updates knowledge requirements, comes from spiritual consumption. For individuals, obtaining potential knowledge through cooperation, expanding their scope of knowledge, and cultivating their consciousness will become the key to enhance a person's core competitiveness. According to the concept of "empowerment", the essence of "empowerment" is to empower employees with greater power and freedom, promote their independent learning and stimulate their potential. To implement the idea of "empowerment", it requires the management to readjust the orientation of employees from "employees" to "members" of the enterprise, so that employees can feel that the organization is their "community" rather than the "private property" of entrepreneurs. Only when employees are willing to take the initiative to learn, can they improve their innovation ability and truly enhance the core competitiveness of the enterprise as a whole. Correct and appropriate "enabling authorization" is an important task that must be changed in the enterprise human resource management in the digital age, and is the inexhaustible source of promoting the long-term sound development of the enterprise.

5. CONCLUSION

In short, in the process of strategic transformation, enterprises also need to consider from the level of talents and pay attention to the thinking and concept of talents first. As an important part of enterprise management, human resource management should play a leading role in the process of enterprise transformation and upgrading. By constructing digital platforms and applying modern technologies, the management mode of enterprises should be changed to promote high-quality sustainable development of enterprises.

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