

Research on Innovation in Enterprise Human Resource Management in the Context of Digitalization

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Abstract: As the scale of enterprises gradually expands, problems such as contract omission signing and irregular social security payment have emerged in the original human resource management operations. This not only leads to low management efficiency but also brings risks related to compliance. With the emergence of digital tools, the management model has been optimized. By combining the actual practices of enterprises and different business scenarios, this paper analyzes the impact of digitalization on each aspect of human resource management, explores innovative approaches suitable for different enterprises, and analyzes the problems and solutions that may arise during the innovation process. It provides some reference ideas for other enterprises that wish to undergo digital transformation.

Keywords: Digitalization; Human resource management; Management innovation; Enterprise practice; Compliance management

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Introduction

Nowadays, digital technology is being increasingly utilized, which is transforming the management methods of enterprises. Human resource management, as a crucial component supporting the development of enterprises, has also encountered new challenges. Traditional human resource management mostly relies on manual operations, with cumbersome processes and non-interconnected information at each stage, making it difficult to meet the requirements of enterprise scale development and flexible operation. It may even increase compliance risks and operational costs for the enterprise. Under such circumstances, promoting digital innovation in human resource management and breaking the limitations of traditional management is a very important path for enterprises to enhance their core competitiveness. Conducting this research can not only solve the problems encountered in the actual management of enterprises but also enrich the practical experience of human resource management in the digital era, and has relatively practical significance.

1.The Current Situation and Challenges of Enterprise Human Resources Management in the Digital Age

1.1 The Current Situation of Digital Application in Enterprise Human Resources Management

Nowadays, most enterprises have realized the importance of digitalization in human resources management and have begun to use various digital tools to transfer management processes online. Some enterprises have established basic human resources management systems, where basic tasks such as employee information entry, attendance statistics, and salary calculation have all been digitized, reducing the workload of manual operations. However, the levels of digital application vary greatly among different enterprises. Many small and medium-sized enterprises, due to limitations in funds, technology, and human resources, have only superficial digital application and have not truly optimized the entire management process or fully utilized the relevant data ^[1].

Some large enterprises have invested a lot of resources in digital transformation, but most only focus on optimizing a single aspect and do not plan the entire process of human resources management. This leads to the inability to effectively connect data from various links, forming information silos. This scattered digital application is

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difficult to fully leverage the role of digital technology. Sometimes, due to the lack of smooth process connection, it even increases management costs.

From the actual usage effect, digital tools have indeed improved the management efficiency of some enterprises, but many enterprises have fallen into the "technology supremacy" trap. They rely too much on digital tools and forget that the core of human resources management is "managing people", resulting in a disconnection between digital tools and the actual management needs of the enterprise, and failing to achieve the desired innovative effect. This disconnection situation is related to the lack of systematic understanding of digital transformation by enterprises.

1.2 The inherent problems of the traditional human resource management model

The traditional human resource management mainly relies on manual operation, which not only involves cumbersome processes but also has low efficiency. HR personnel often spend a lot of time handling basic tasks and do not have the energy to focus on talent cultivation, salary optimization, and strategic planning. Under this model, the update, query, and statistics of employee information are not very convenient, and it is easy to have situations of information omission and errors, which will also have certain impacts on the management decisions of the enterprise.

In terms of talent recruitment, the traditional model has a relatively narrow recruitment scope and is difficult to quickly find talents that meet the enterprise's needs. Moreover, the recruitment process is very cumbersome and time-consuming, which may cause the enterprise to miss outstanding talents. During performance evaluation, the traditional method mostly relies on the subjective judgment of managers, without clear quantitative standards and data support. The fairness and objectivity of the evaluation results are difficult to guarantee, which may cause dissatisfaction among employees and affect their work enthusiasm.

In addition, in the traditional human resource management, information transmission mainly relies on offline meetings and paper documents, which has low efficiency and the consistency of information cannot be guaranteed. This may lead to poor communication and cooperation among various departments. At the same time, the traditional management model cannot accurately understand the needs of employees. Employee training and incentives are not targeted and difficult to meet the personalized development needs of employees, which may affect employees' sense of belonging and loyalty [2].

1.3 Real Obstacles in Digital Transformation

When enterprises are promoting digital innovation in human resource management, they encounter many practical difficulties. Some managers have insufficient understanding of digital transformation, believing that digitalization merely means moving work online, neglecting the reshaping of management models and management concepts brought about by digitalization. They fail to make long-term plans and systematic deployments for digital transformation, resulting in the transformation merely being a superficial process.

The shortage of digital talents is an important factor restricting enterprise transformation. There are very few people who possess both human resource management knowledge and digital technology skills. It is difficult for enterprises to find suitable individuals to drive digital transformation. The digital skills of existing HR personnel are also insufficient. They cannot proficiently use digital tools and cannot fully leverage the functions of digital systems.

2. Innovative Paths and Practices of Enterprise Human Resource Management in the Digital Era

2.1 Innovation in Management Philosophy: From "Transaction-Oriented" to "Value-Oriented"

In the context of digitalization, for enterprise human resource management to innovate, it is necessary to transform the management philosophy and break away from the traditional mindset of "merely handling transactions". A "focus on value" management philosophy should be established, integrating human resource management with the strategic development of the enterprise, with a particular emphasis on the exploration and

enhancement of talent value, providing support for the enterprise's development.

The innovation of management philosophy requires enterprise managers to reevaluate the value of human resource management, abandon the erroneous notion that "human resource management is merely auxiliary work", and elevate human resource management to the strategic level, incorporating it into the overall development plan of the enterprise. With the support of digital technologies, human resource management is no longer merely dealing with basic affairs; it should also participate in the formulation of enterprise strategies, talent cultivation, and organizational optimization, by enhancing talent value, to drive the enterprise to achieve its strategic goals.

2.2 Innovation in Management Processes: Digital Optimization of the Entire Process

Digital technology provides a foundation for the innovation of human resource management processes. Enterprises can utilize digital tools to optimize the entire human resource management process, breaking down the barriers between various stages and ensuring smooth transitions at each step. Take talent recruitment as an example. By leveraging technologies such as big data and artificial intelligence, more recruitment channels can be established, and qualified candidates can be accurately selected. This not only shortens the recruitment time but also reduces recruitment costs.

Enterprises can build a digital recruitment platform, integrating various recruitment channels together. This way, recruitment information can be precisely sent to the right people and candidates can be intelligently matched, eliminating the need for HR to manually screen one by one. Additionally, tools like video interviews and AI interviews can also be utilized, eliminating many cumbersome procedures and improving recruitment efficiency. When employees start their jobs, they no longer need to fill out a stack of paper forms. Instead, they can complete information filling and document signing via mobile devices, which not only saves the time of onboarding but also significantly enhances the employee experience.

In the aspect of salary and welfare management, in the past, HR had to rely on manual calculations to determine salaries and distribute benefits, which was prone to errors. Now, with digital systems, these tasks can be automatically completed, reducing the error rate significantly and improving efficiency. Moreover, the salary and welfare can be flexibly adjusted based on employees' performance and the importance of their positions. This can better motivate employees. When employees leave, they can go through the approval process and handle the handover through the digital system, reducing the risks brought by employee departures.

2.3 Innovation of Management Tools: Deep Application of Intelligent Tools

The innovation of human resource management tools in the digital era lies in the deep utilization of intelligent tools, which breaks free from the limitation of traditional digital tools that only achieve online transformation. To fully leverage the advantages of technologies such as big data and artificial intelligence, management can become more intelligent and precise. For instance, big data technology can be used to analyze employees' work status, predict what kind of talents the enterprise needs, and collect performance-related data. These data can provide many references for the enterprise's management decisions.

By regularly collecting and analyzing employees' work data, behavioral data, and feedback, one can clearly understand the current work status of employees, their needs, and their potential. This provides a basis for employee training, motivation, and promotion. Artificial intelligence technology can also be applied in scenarios such as intelligent attendance, intelligent performance evaluation, and intelligent question answering, helping HR save a lot of trivial administrative tasks and allowing them to have more time for more important work. For example, an intelligent attendance system can automatically identify whether employees are on time for work and whether they have taken leave, and can automatically calculate attendance data, eliminating the need for HR to manually calculate, saving time and reducing the risk of errors.

The intelligent performance evaluation system is the same. By setting predefined evaluation standards and relevant data in advance, the system can automatically conduct performance evaluations for employees, eliminating

the need for managers to rely solely on subjective judgment. This ensures a fairer evaluation result. In addition, enterprises can also build a digital learning platform, using artificial intelligence technology to recommend suitable training courses based on each employee's situation, meeting the development needs of different employees and helping them enhance professional skills and comprehensive abilities [3].

2.4 Case Analysis of Practice

A medium-sized technology enterprise was established in 2018. Its business grew rapidly and the number of employees increased significantly. The original human resource management model gradually failed to meet the demands, and the problems became increasingly obvious. The enterprise began to implement digital innovation in human resource management. Firstly, the management concept was transformed. Human resource management was no longer regarded as auxiliary work but was incorporated into the overall strategic planning of the enterprise, with a focus on exploring and enhancing the value of talents. Subsequently, they invested some funds to build an integrated human resource management system, which digitally optimized the recruitment, onboarding, attendance, salary, performance, and training processes.

In terms of recruitment, they used big data technology to integrate various recruitment channels, and the job information could be precisely pushed to suitable candidates. They also introduced AI interview tools, which conducted preliminary screening of candidates. As a result, the recruitment time was shortened, and the recruited candidates better met the enterprise's needs. In terms of salary and benefits, the digital system automatically calculated wages and distributed benefits, and could flexibly adjust salaries based on employees' performance, enhancing the incentive effect. During performance evaluation, they set clear quantitative standards and used the system to collect and analyze performance data, reducing the managers' subjective judgment, and employees felt more fair.

In addition, the enterprise also built a digital learning platform, recommending suitable training courses for each employee to help them improve professional skills. At the same time, they strengthened digital training for HR personnel, enabling them to proficiently use digital tools and fully leverage the system's functions. After a period of trial, the enterprise's human resource management efficiency significantly improved, and the compliance risks were reduced significantly. The employees' satisfaction and sense of belonging also improved compared to before. However, during the digital innovation process, they also encountered some problems. Some employees were accustomed to traditional working methods and were reluctant to use digital tools. Some job positions' requirements did not match the system functions. Later, they strengthened publicity and guidance, and optimized the system functions, and these problems were gradually resolved.

2.5 Optimization Strategies in the Innovation Process

When enterprises carry out digital innovation in human resource management, it is impossible to achieve it all at once. They need to gradually adjust and optimize the methods of innovation based on their own actual situations. If the current digital application level of the enterprise is still relatively low, they can start from the basic links, gradually accumulate experience and resources, and then gradually realize the digital innovation of the entire process. This can also avoid blind investment and resource waste.

When introducing digital tools, one should not blindly follow the trend. They need to combine the scale and industry characteristics of their own enterprises as well as the existing management models to select the tools that are suitable for themselves. They also need to consider whether the tools can be upgraded and maintained, leaving some space for subsequent optimization. As for the problem of insufficient digital talents, enterprises can, on the one hand, provide training for internal HR to enhance their digital skills, and on the other hand, they can also recruit compound talents who are proficient in human resource management and digital technology from outside. Only in this way can the HR team better promote the digital innovation work [4].

In addition, enterprises should also widely promote relevant knowledge about digitalization to employees, so

that they understand the benefits of digital tools, eliminate their resistance to new tools, and guide them to actively adapt to the digital management model. At the same time, they should also formulate some relevant regulations and rules to standardize the use of digital tools and data management, ensuring that the digital innovation work can be carried out in an orderly manner.

3.Summary

In the digital era, innovation in enterprise human resource management is the primary means to break through traditional management constraints and enhance competitiveness. From the perspective of specific enterprise practices, digitalization not only optimizes human resource management processes and improves management efficiency, but also promotes changes in management concepts and models. During the process of promoting digital innovation, enterprises will encounter various difficulties such as concepts, talents, and funds. They need to combine their own actual situations, innovate management concepts, optimize management processes, and continuously solve problems encountered in the innovation process. There is no fixed model for digital innovation. Enterprises need to continuously explore and optimize in practice to find their own innovative paths, and at the same time, pay attention to the combination of technology and humanity, so as to fully leverage the value of digitalization and achieve the joint advancement of human resource management and enterprise development.

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