

# Discussion on Innovative Strategies of Enterprise Human Resources Performance Management in the Digital Economy Era

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## ABSTRACT

The rapid development of Internet technology highlights the characteristics of the era of digital economy. The application of digital technology in enterprise human resource management is nothing new. With enterprise human resources as research object and the digital economy era as research background, this paper conducts an in-depth discussion on the status quo and innovation strategy of performance management, aiming to make human resources management the pillar of enterprise and promote its healthy and sustainable development.

**Keywords:** digital economy era, human resource management, performance management, innovation strategy

## I. INTRODUCTION

Digital economy has driven the growth of Chinese enterprises, as well as allowed the penetration of digital content and digital methods into management of enterprises. Given the current situation, the healthy and long-term development of enterprises requires competitive digital economy. However, the uneven development of enterprises due to regions and industries also restricts the process and result of digital power into enterprises to a certain extent. Therefore, it is of profound and special significance to carry on the change from the enterprise human resource management work.

## II. THE IMPORTANCE OF INNOVATIVE MANAGEMENT IN THE DIGITAL ECONOMY ERA

Thanks to a set of core technologies, digital economy turns all relevant data and statistics into a part of assets, realizing intelligent operation from the perspective of enterprise management. Simply put, when the economy is mature enough for digitalization, enterprises will better serve the market, which promotes its importance, and enhances the value of human resources and talents in the enterprise. Therefore, sound utilization of digital economy requires enterprises to innovate the human resource performance management, in a bid to stimulate the enthusiasm of employees and enhance the vitality and competitiveness of enterprises.

### A. The digital economy guarantees the fairness of human resource performance management

In view of the complex and meticulous internal organizational structure of enterprises, digital technology allows enterprises to complete the layout of performance management, making it less subjective and more scientific and reasonable. As the saying goes, inequality rather than want is the cause of trouble. Employees' work enthusiasm will naturally be mobilized with a fair and reasonable performance structure, so as to improve its overall core competitiveness.

### B. The digital economy taps into employees' inner potential

In the era of digital economy, enterprise human resource management must realize humanistic service. Such humanism is deduced from the big data supported by digital technology, with higher accuracy rate and more comprehensive results mastered by human resource management department. In this way, enterprises can better understand their employees, set effective incentive methods, and obtain better results, so as to lay a solid talent foundation for the development of enterprises.

### C. The digital economy builds favorable corporate culture

Human resources department, the core department of the enterprise, holds the most active and core resources of the enterprise. As a result, human resource

management department contributes to corporate culture construction through contacting and cooperating with department inside the enterprise and organization outside the enterprise by virtue of digital technology. Methods like communication, observation and data analysis reveal the competitiveness and characteristics of the enterprise, existing problems and causes. The integration of such contents reveals the focal point of corporate culture construction and brings employees together spiritually.

### **III. CURRENT SITUATION OF ENTERPRISE HUMAN RESOURCE PERFORMANCE MANAGEMENT IN DIGITAL ECONOMY ERA**

The essence of digital economy is to help enterprises digitize some non-quantitative information, strengthen objective research on data, and summarize the situation and characteristics of employees in their daily work. However, in practice, traditional ideology and management standards hamstring the innovation of human resource management. As a result, performance management is trapped in a vicious circle.

#### *A. Emphasis on subjective consciousness, and lack of objective basis*

Performance management is the basis for managers to evaluate the work of employees. At present, independent departments are responsible for human resource management of most enterprises in China. They transform the work content and results of employees into groups of data, and then summarize the data into tables for analysis to obtain the final results. The process itself will be affected by various factors: the benefits of direct leaders, the establishment of corporate promotion mechanism, the quality of performance management staff, etc., which leads to inconsistent standards for data pooling. Department leaders' emphasis on one single factor is also included. Therefore, the assessment results can hardly be immune to the subjectivity of the assessors. Such one-sidedness will seriously inhibit the enthusiasm of employees and eventually lead to emphasis on subjective consciousness over objective judgment.

#### *B. Emphasis on result output and lack of composite application*

At present, the human resource management of enterprises still follows the traditional closed management, which overemphasizes working efficiency and ignores working attitude. The recruitment of staff values academic qualifications, while promotion value seniority. These standards are obsolete and unitary, which is a far cry from interdisciplinary talents needed by market, making it difficult for enterprises to find high-quality talents. In particular, the advent of digital economy has made

flexible and adaptable talents more in line with actual needs. However, if employees' work performance is still assessed at the end of each year without continuous tracking, performance evaluation will be reduced to superficial form, failing to dynamically record the work of employees. Without effective evaluation, talents and mechanisms lose attraction.

### **IV. INNOVATION STRATEGY OF ENTERPRISE HUMAN RESOURCE PERFORMANCE MANAGEMENT IN DIGITAL ECONOMY ERA**

To some extent, digital economy is the product of the times, which has greatly improved the efficiency of enterprise management, changed the nature of management, and gradually completed the goal of innovation and optimization of human resource management. Performance management is of great significance to both enterprises and individuals. It is an inevitable trend of enterprise to introduce digital economy and make human resource management truly effective implementation tool.

#### *A. Broadening information collection channels and diversifying data management*

Big data and other digital tools in the digital economy era have broadened the channels for information collection. Human resource management with digital technology can pool data on the status quo of human resources, dynamic changes of human resources, overall quality and individual quality of human resources, and prediction of future trends of human resources. These data include basic information, static characteristics and dynamic development of enterprise employees, which facilitates the human resource management department to have a comprehensive and in-depth understanding of the employees, do a good job of statistical classification, and lay a solid foundation for future work. Even when there is a big change in human resources, the vacant positions will be filled soon to maximize the value of employees. From a more microscopic perspective, employees' specific performance in work, such as attendance rate, work quality and work efficiency, will also be judged and analyzed in a more real and detailed way, so that horizontal and vertical comparisons of employees will be more scientific and reasonable, thus improving the fairness of human resource management. Therefore, enterprises should collect and organize the educational background, work experience and physical condition of employees when they enter the company, do some interview and training about career planning, improve their recognition of enterprise performance management, and enhance their loyalty and sense of belonging, the internal cohesion generated from which will be transformed into driving force for sustainable and healthy development.

### *B. Improving human resource management and the utilization of information*

In the context of digital economy, all aspects of human resource management must be highly consistent, so as to realize the innovation of human resource management and let the employees meet the external social needs. Human resource management departments' understanding of external market environment, internal employment requirements and standards provide scientific basis for the improvement of management links, and help enterprises to position themselves in the industry and market. The performance of the existing employees shows that some pre-employment training can help them get into their jobs more quickly, better adapt to their work attributes, integrate their work attitude and work efficiency, and improve the output of talents. For enterprises, digital technology can greatly enhance the development opportunities of enterprises. The humanized management scheme that conforms to the development of enterprises by using the influx of information brought by digital economy is conducive to improving the level of human resource management of enterprises and boosting or reforming the existing management mechanism of enterprises. In addition, the continuous improvement of the mechanism and the rapid spread of information inform enterprises of their existing problems such as backward management concepts and conservative management methods. By means of self-examination, reference and introduction, performance management innovation under the modern market economy environment can be realized.

### *C. Improving performance management system and attaching importance to performance incentive elements*

The ultimate goal of performance management is to achieve the strategic development of enterprise, so that the career goals of the employees coincide with the strategic goals of the enterprise, thus achieving individual and overall win-win. Therefore, the establishment of performance management system must be constrained by the system to ensure practice. In the era of digital economy, people rely more on intelligent devices, which makes it convenient to collect and organize individual information, and makes it easier for enterprises to understand their employees. Therefore, the performance management system should avoid the mistakes of subjective assumption in the past, but put "people" at the front and center, combine relevant data and rules, thus improving the work enthusiasm of employees. Performance management system covers at least three parts: evaluation mechanism, appraisal mechanism and incentive mechanism, among which the third is the most important one. Enterprises should set up an internal network platform that allows employees to do self-evaluation and horizontal evaluation, through

which they can timely understand the quality of their work and the content and results of performance assessment. If employees find unreasonable parts in the system, they can leave comments on the platform to help the enterprise make improvements. In this way, human resource performance management is not just a matter for one department or one leader, but an important institution for the benefit of all. Employees' sense of ownership will be strengthened, and the establishment and maturity of external mechanisms will be accelerated.

### *D. Optimizing the organization link framework to break through the bottleneck of performance management*

The establishment of individual performance appraisal system is always linked with the result of human resource performance management. The strength of the workforce transformed by the virtual digital economy does not mean that employees can get smooth development. On the contrary, in a rapidly changing external environment, employees may encounter problems more quickly. The problems encountered by individuals often coincide with the obstacles in the process of enterprise development. For example, such issues, both macroscopic and microcosmic, as the impact of flat organizational structure reform on enterprises and individuals. At this time, human resources department needs to start the research mechanism to understand the actual situation of employees, draw lessons from the cases and experiences collected at ordinary times to develop employee training plans, organize training methods, and help employees complete training and growth. In addition, urging employees to be clear about their responsibility attributes, responsibility characteristics, and responsibility performance objectives, the quantification of performance standards, and further disclosure of performance appraisal criteria are also recognition of their personal work. Employees can also pay attention to the development of the appraisal system. In this way, employees can feel both freedom and regulation in the enterprise, which is the only way to retain talents and make full use of them.

## **V. CONCLUSION**

In the digital economy era, the enterprise, the pillar of the society, must take the initiative to adapt to the external competitive market based on real situation, make full use of digital economy, innovate enterprise human resources performance management, employ diversified management, expand resource management channel, and perfect performance management system, so as to realize the purpose of reserving talents and cultivating compound talents for enterprises. The solid foundation of enterprise development can be provided to realize the mutual benefits of enterprise and society.

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