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Research on Human Resource Innovative Performance Management and the Impact of Digital Economy——Taking an Enterprise in Henan as an Example

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ABSTRACT

With the rapid development of the digital economy, enterprise human resources innovative performance management faces new challenges. This paper takes the background of digital economy as the premise, takes an enterprise in Henan as an example, and discusses in depth the impact of digital economy on the innovative performance management of enterprise human resources. In response to the challenges in the digital context, solution measures such as intelligent training, data-driven performance evaluation, and innovative reward and punishment system are proposed, with a view to providing strong reference and guidance for relevant personnel.

Keywords: Digital economy; Enterprise human resources; Innovative performance management; Management strategy

1. Introduction

The rise of digital economy has brought unprecedented opportunities and challenges to enterprise management. Although the wide application of digital technology brings efficiency and convenience to enterprises, it still faces many problems in innovative performance management of human resources. The lag of traditional performance management methods, the

lack of digital skills and the insufficiency of innovative incentive mechanisms have become bottlenecks restricting the development of enterprises. This paper conducts an in-depth study on innovative performance management, aiming to solve the HRM problems in the era of digital economy through innovative means, and to realise the sustainable innovation and competitive advantage of enterprises.

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2. Advantages of the use of digital economy in the innovative performance management of human resources in enterprises

With the rapid rise of the digital economy, enterprises have explored brand new possibilities in the field of human resources innovative performance management. The digital economy brings unprecedented opportunities and advantages for enterprises, and plays a crucial role in enhancing the effectiveness of human resource management, stimulating the potential of employees, and realising innovative performance management. Against this backdrop of change, we can clearly see a series of outstanding advantages presented by the widespread application of the digital economy in enterprise human resource management. The following will delve into the three major advantages of the digital economy in the innovative performance management of enterprise human resources:

2.1 data-driven decision-making

The core of the digital economy is data, and in human resource management, a large amount of data is involved in employee performance, training, recruitment and other aspects. Through digital means, companies are able to collect, analyse and utilise this data in real time to gain a more accurate understanding of employee performance and needs. This data-driven decision-making enables companies to develop more specific and actionable HR strategies, and accurately adjust employee allocation, training programmes and incentives to improve overall performance.

2.2 Intelligent Recruitment and Talent Management

The digital economy provides enterprises with more intelligent recruitment and talent management tools, and through artificial intelligence, big data analysis and other technologies, enterprises can more quickly and accurately find the right talent for them. Intelligent recruitment systems can automatically

match job requirements with candidates' skills and experience, improving the efficiency of recruitment and shortening the recruitment cycle. At the same time, the digital economy also provides enterprises with more comprehensive talent management tools. Through the establishment of employee information databases and performance management systems, enterprises are able to better understand the ability, potential and development direction of their employees, and formulate training programmes and promotion paths in a targeted manner. This not only helps to stimulate the enthusiasm of employees, but also enables enterprises to better retain outstanding talent.

2.3 Flexible work patterns and employee experience

The digital economy has driven changes in work patterns and made flexible working possible. Through digital tools and cloud computing technology, employees can more freely choose their workplace and work hours to achieve work-life balance. This flexibility not only helps to increase employee job satisfaction, but also contributes to improved employee performance. The digital economy also provides companies with more means to focus on the employee experience. Through employee satisfaction surveys and real-time feedback, companies can understand employee needs and feedback in a more timely manner, adjust their human resource management strategies, and enhance the employee work experience. This management style of focusing on employee experience helps to improve employee loyalty and commitment, which in turn has a positive impact on overall performance.

3. The problems existing in the enterprise human resources innovation performance management in the context of the digital economy

3.1 There is an extreme lack of scientific and technological talents in enterprises

With the booming development of the digital

economy, the demand for scientific and technological talents in enterprises has increased dramatically. However, the current enterprises generally face the problem of shortage of scientific and technological talents. Digital transformation requires talents with the ability to master and apply advanced technologies, including expertise in data analysis, artificial intelligence, and big data management. Enterprises face difficulties in recruiting, cultivating and retaining these talents, which leads to a serious shortage of scientific and technological talents and restricts the speed of digital transformation.

3.2 The content of the performance management system is not flexible and innovative enough

Traditional performance management systems appear relatively rigid and outdated in the digital economy. The traditional annual performance evaluation is often too formal and stereotypical, and it is difficult to adapt to the rapidly changing market and business environment. In the digital economy, organisations need more flexible, real-time performance management systems that can respond to market changes and employee performance in a timely manner. The current performance management system may lack adaptability to new technologies and work styles, resulting in the actual contribution of employees not being fully reflected, and it is also difficult to stimulate employee innovation and initiative.

3.3 Traditional performance appraisal lacks objective data support

Traditional performance appraisal usually relies on subjective evaluation and managers' intuitive judgement, and lacks sufficient objective data support. This model is susceptible to factors such as subjective bias, personal emotions and team politics, leading to unfair and inaccurate assessment results. In the era of digital economy, enterprises should pay more attention to data-driven decision-making, while

traditional performance assessment methods cannot effectively use big data, analytical tools and other technologies to comprehensively and objectively reflect the actual performance and contribution of employees. This problem limits the ability of enterprises to develop scientific and reasonable talent incentive and development programmes.

3.4 Innovative performance reward and punishment mechanisms are inflexible

Traditional performance reward and punishment mechanisms are usually too standardised and rigid, making it difficult to respond flexibly to the contributions and performance of different employees. In the rapid development of the digital economy, employees' work content and contribution methods are diversified, and the traditional reward and punishment system is difficult to meet such diversified needs. For contributions to innovative work and teamwork, the traditional reward and punishment mechanism may not provide sufficient incentives, leading to the loss of excellent employees and the loss of innovative motivation.

3.5 Employee digital skills shortcomings affect performance improvement

With the rapid development of the digital economy, companies are demanding more and more digital skills from their employees. However, many employees may lack the necessary digital skills, including but not limited to data analytics, AI applications, cloud computing, and other aspects. This skills shortfall not only affects employee performance in a digital work environment, but also negatively impacts the overall digital transformation of the organisation. Employees' digital skills shortcomings may lead to low productivity, lagging project schedules, and may even miss out on business opportunities brought about by the digital economy era.

4. Enterprise human resources innovation performance management in the use of digital economy effective measures

4.1 Nurturing talents and consolidating the foundation of enterprise science and technology innovation

First of all, in order to attract talents and consolidate the foundation of enterprise science and technology innovation, enterprises can establish a close cooperation relationship between industry, academia and research. By establishing strategic partnerships with universities and research institutes, enterprises can directly participate in scientific research projects and attract excellent research talents. At the same time, innovative projects and challenges are carried out to stimulate the innovation potential of internal employees. This can include organising internal innovation competitions and providing business incubation programmes to develop employees' innovative thinking and practical skills. In addition, set up a specialised R&D team responsible for research and innovation in the company's core technologies. This team can be made up of senior scientific and technological talents within the enterprise, or it can attract external professionals to join in and jointly promote the enterprise's scientific and technological innovation. Secondly, the enterprise can stimulate the innovation enthusiasm of the staff through internal innovation competition and form a batch of innovation projects. Finally, the enterprise can set up a special R & D team to attract the industry's senior science and technology experts to join, and jointly committed to the company's core technology research and innovation. Through this series of implementation steps, the enterprise will successfully introduce high-level talent, consolidate the foundation of scientific and technological innovation, and achieve a series of innovative results in a short period of time in order to enhance the competitiveness of the enterprise.

4.2 Improve the content of the human resources innovation performance management system

Firstly, formulate clear performance management objectives. Establish the core performance management objectives of enterprises in the context of the digital economy, and make clear the desired level of performance and the specific requirements for performance. This includes aspects such as the improvement of digital skills and the strengthening of innovation ability, ensuring that the performance management objectives are consistent with the requirements of the digital economy. Second, establish a performance management indicator system. Develop a system that includes key indicators covering digital skills, innovation contribution, teamwork and other aspects. Ensure that the indicator system is comprehensive and operable in order to effectively quantify the performance of employees. Finally, adopt intelligent tools to assist management. Introduce a digital performance management platform that combines artificial intelligence technology to analyse and mine performance data. Such a tool can provide real-time performance data to provide management with faster and more accurate decision support. Taking an enterprise as an example, it has set performance management goals for the digital economy era, emphasising the enhancement of digital skills and innovation capabilities. The enterprise has established a new set of performance management index system, including digital literacy test, contribution to innovation projects and other multifaceted indicators. To aid management, the enterprise introduced an intelligent performance management platform to identify employees' highlights and room for improvement in a timely manner through data analysis. Through the implementation of this strategy, the enterprise has achieved remarkable results. The clarity of the performance management objectives prompted employees to better understand the company's expectations, and the establishment of an indicator system made performance evaluation more objective

and comprehensive. The application of intelligent tools improves management efficiency and makes decision-making more timely and accurate. On the whole, enterprises have achieved significant improvement in human resources innovation performance management in the digital economy environment.

4.3 Implementing a data-driven performance appraisal system

First of all, in order to implement a data-driven performance evaluation system, enterprises can establish a comprehensive performance data collection and analysis mechanism. Through the introduction of advanced information technology, such as human resources management systems and big data analysis tools, enterprises can collect employee performance data in real time, including work results, project completion, personal contribution and other information. Second, clear performance indicators and evaluation systems are developed to ensure the accuracy and comparability of data. This involves working closely with departments and positions to clarify business objectives and translate them into quantifiable performance indicators. This helps to ensure objectivity in evaluation and makes digitised performance assessment more meaningful. Finally, to better facilitate data-driven performance assessments, organisations can introduce real-time feedback mechanisms. By setting up regular performance appraisal meetings or utilising digital platforms, employees can view their performance data at any time and keep abreast of their performance. This helps employees stay productive and motivated at work. Taking an enterprise as an example, it has established a comprehensive data collection and analysis mechanism by introducing an advanced performance management system. Clear performance indicators have been formulated, and relevant business objectives have been set and quantified in conjunction with each department. In order to strengthen real-time feedback, the enterprise also built a digital platform internally so that employees can view their personal performance

data at any time. Through this series of measures, the enterprise has achieved the digitalisation of performance management, providing employees with a more transparent and real-time performance evaluation experience, and further stimulating employee motivation.

4.4 Optimise the reward and punishment system of innovative performance management

First of all, in order to optimise the reward and punishment system of innovative performance management, enterprises can establish a clear performance evaluation standard and indicator system. Through full communication with each department and team, the key elements of innovation performance are clarified and quantified into measurable indicators. Second, develop a flexible reward mechanism to motivate employees to achieve better performance in innovation. This could include creating innovation bonuses, providing additional benefits or special recognition to reward top performers in a timely manner. Again, establish a fair and transparent rating process to ensure the impartiality of the reward and punishment system. Through digital tools, such as performance management systems, the entire reward and punishment process can be made more transparent and traceable, avoiding the influence of subjective factors on the results. Taking an enterprise as an example, firstly, the enterprise has established clear innovation performance evaluation criteria through extensive research and discussion, and clarified the key elements in innovation work. Second, the enterprise designed a flexible reward mechanism that not only includes cash bonuses, but also provides additional benefits such as resource support for innovation projects and employee skills training. Finally, through the digital performance management system, the company has established a transparent process for evaluating rewards and punishments, so that employees can clearly understand their own performance evaluation, rewards and punishments. This series of measures makes employees more actively participate in innovation work, get more incentives and rewards, and at the same time

improves the overall level of innovation performance and promotes the development of corporate innovation culture.

4.5 Developing intelligent training programmes to enhance digital skills literacy

In order to formulate intelligent training plans and enhance digital skills literacy, enterprises can conduct a comprehensive digital skills needs assessment. By investigating and analysing the specific needs of each department and position for digital skills, enterprises can make clear the skills that employees need to improve in different areas and provide basic data for the development of training plans. At the same time, it combines advanced online learning platforms and digital training resources to develop personalised learning paths. According to the employees' career development direction and digital skills needs, the training plan is tailored to ensure that the training content is closely related to the actual work of the employees. In addition, an intelligent learning management system is introduced to track and evaluate the entire training process. Through data analysis, enterprises can identify bottlenecks and problems in the learning process, and make timely adjustments and optimise training plans. Taking an enterprise as an example, the enterprise first conducted a full digital skills needs assessment, clarifying the specific needs of employees in various departments in data analysis, artificial intelligence and other aspects. Secondly, the enterprise introduced a first-class online learning platform and designed a personalised digital skills enhancement plan for each employee in combination with the employee's career planning. Finally, the enterprise adopted an intelligent learning management system to provide real-time monitoring and feedback on the employee learning process. After implementing this strategy, the enterprise found that employees' digital skills literacy was significantly improved, and their work efficiency was enhanced, while they were more flexible and adaptable in the digital transformation. This not only enhances the comprehensive competitiveness of employees, but also provides strong support for the development of enterprises in the era of digital economy.

5. Conclusion

In summary, with the introduction and popularity of the digital economy, the innovative performance management of enterprise human resources also needs to be optimised accordingly, and a more flexible and adaptable management system needs to be constructed. We need to actively explore the innovation and application of digital performance evaluation, intelligent training and other measures to strengthen the data-driven decision-making mechanism, so as to promote the better development of employee potential. Among other things, digital training pathways can meet the needs of employees to continuously upgrade their digital skills and improve the digital literacy of the overall team. In addition, optimising the reward and punishment system for innovative performance management is also a key part of the process, and we need to strengthen the mechanism for rewarding innovation and punishing sluggishness in order to better stimulate employee creativity. Through this series of efforts, we can lay the foundation for the overall development of the enterprise and promote the continuous innovation of human resource management in the era of digital economy.

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