

A STUDY ON THE INFLUENCE OF ESTABLISHING AN INTEGRATED DIGITAL PLATFORM ON ENTERPRISE HUMAN RESOURCE MANAGEMENT

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Abstract: In the era of big data, all Chinese enterprises have begun to transform into digital transformation. Data has become an indispensable factor of production, intangible assets and precious social wealth. How to make better use of data has become the key to digital transformation. Adhering to the digital development-oriented approach, the Chinese government gives full play to the advantages of China's massive data and helps qualified enterprises to establish an integrated digital platform. Establish enterprise integration data platform can give full play to the advantages of digital technology and digital system to explore and change the human resource management mode, and realize innovation development concept, innovative operation tools, optimize the business process, energize operation management, create value appreciation and enhance the overall efficiency, to enhance the integrity of enterprise competitiveness change activities. Corporate recruitment and human resource management have had a profound impact, and with the continuous development and application of science and technology, enterprises are facing many new opportunities and challenges in recruitment and human resource management. Digital transformation of human resource management is to explore and change the human resource management mode by giving full play to the advantages of digital technology and digital system, so as to enhance the competitiveness of enterprises. This paper will use the two-factor theory to discuss the influence of the enterprise integration data platform on human resources.

Keywords: Enterprise Integrated Data Platform, Human Resource Management, Herzberg's Two-Factor Theory

Introduction

After digital transformation, enterprises can collect and analyze large amounts of data to understand the needs and behaviors of employees, so as to better develop human resource strategies and management measures to meet the health care factors of employees. The establishment of an integrated digital platform also enables enterprises to predict the risk of employee loss and conduct talent reserve in advance through artificial intelligence, so as to help enterprises better cope with the challenges of human resource management.

The main performance: digital transformation of human resource management is a cross-functional system collection, in the traditional view, the human resources department does not create value for the enterprise directly, mainly responsible for administrative affairs and staff daily management, more as a cost center, give relatively little support, more relying on other business departments to promote the digital transformation; human resource management needs to adjust according to the overall human resource strategy of the enterprise, to promote the optimization of human resources, organizational restructuring and promote enterprise reform. However, few enterprises fail to realize the integration of human resource system with other business systems. Only by combining with the enterprise management strategy can we promote the optimization and improvement of human resources, organizational restructuring and promote the enterprise reform

Platform maintenance and update: people are the foundation of enterprise development, and the innovation of human resource management is also inseparable from the innovation of talents and the support of new technologies. The establishment of the platform needs to have a certain degree of scientific and technological foundation and technical knowledge reserve. Enterprise technical personnel need to regularly evaluate and maintain the system, security upgrade and other work. Enterprise managers need to learn and understand the information processing logic of the integrated digital platform, and constantly update the service content of the integrated digital platform according to the feedback of employees and the changes in relevant information such as national policies and laws. At present, enterprises generally lack of new technical talents related to big data.

Literature Review

Scholars discussed the reform and innovation of enterprise human resource management in the era of big data from the subsystems of talent recruitment, performance appraisal, salary and talent training.

Zhou (2021), the president of Beisen Talent Management Research Institute, proposed the talent portrait 1 + 6 scene to build the talent portrait. Digital shaping of the "future-oriented" talent portrait, through the establishment of an integrated digital platform, with AI algorithm to make the talent portrait more application value, so that the digital through the talent management system.

Recruitment

The traditional way of recruitment mainly depends on the newspaper advertising, recruitment channels, but these ways are limited by time and space, cost manpower, recruiters are with personal work experience and subjective cognition to evaluate, the recruiter's personal ability has certain requirements, and someone the limitations of the subjective consciousness. The establishment of an integrated digital platform enables enterprises to recruit through more diverse channels such as recruitment websites and social media, and to formulate job requirements according to their positions, including personality characteristics, skill characteristics, work efficiency and other indicators.

According to the analysis of the personal data of job seekers, the adaptation of the position and the future development potential of job seekers, the loyalty of enterprises is screened and scored, so as to improve the efficiency and accuracy of recruitment.

Performance management

Traditional human resource management mainly relies on paper files, manual processing and other ways, which is low efficiency and prone to mistakes. The establishment of an integrated digital platform enables enterprises to establish an electronic file system to realize the rapid storage and retrieval of information. In addition, the digital transformation also makes the enterprise can use the integration of digital management platform for employee performance evaluation, the appraisal part set weight, design algorithm to improve the scientific precision of management and salary and allowance distribution scheme should reflect distribution according to work, establish job competition incentive mechanism, encourage more work, high performance pays, etc. Wage level and allowance are important factors in the "health care" factor, which are more sensitive factors for employees. Whether the allocation is relatively reasonable has a great impact on the enthusiasm of employees. Determine the amount of employee salary and allowance to the first assessment, and then according to the distribution according to work, "efficiency priority, give consideration to fairness" principle, determine the distribution plan.

Talent training

Traditional human resource management mainly relies on paper files, manual processing and other methods, which is low work efficiency and prone to mistakes. The establishment of an integrated digital platform enables enterprises to establish an electronic file system to realize the rapid storage and retrieval of information. Enhance the HR influence and extend the employee life cycle. According to the data classification, establish the model, observe the changes, and make targeted training programs according to the job requirements. By analyzing their performance data and training records, we can understand the potential and development direction of employees, provide personalized training and development opportunities for employees, and realize their personal value.

Full career learning:

New digital technology leads the transformation of organizational learning, from knowledge learning to ability development. No matter the size and development stage of an enterprise, the online learning system is not unfamiliar. Turning "systematic" capabilities to "digital" capabilities is a challenge for the next stage. Optimize the working mode, supported by facts and data, to provide reasonable support for decision-making. Flexible and reasonable allocation of work to different groups, improve the work (Li, 2017).

Organizational efficiency and employee dedication

The evaluation of organizational efficiency is not only at the level of financial measurement, but also requires the inclusion of talent management status and employee perception. The suggestions

of employees' suggestions are stored in the database, and the digital performance is used as the icon model to reflect the attitude of employees towards the enterprise, mine valuable suggestions and opinions, provide data support for enterprise decision-making to multiplex and evaluate organizational efficiency, and define key organizational efficiency indicators according to the business development characteristics of the enterprise. The key is to include the talent structure, high potential talent retention rate, employee engagement, turnover rate and other indicators to understand the demands of employees and obtain more direct, timely and true feedback from employees (Fei, Zhu, & Huang, 2019).

Sharing service and employee experience

New technology rapidly improves the sharing service level of employees. It is necessary to collect the voice of employees, replace artificial service with AI technology, improve the work efficiency of HR, and reduce meaningless and repetitive work (Zhou, 2021).

Methodology

According to Herzberg's two-factor theory, health care and incentive factors influence employee job satisfaction and dissatisfaction, respectively. Health care factors mainly refer to basic requirements in the work environment, such as salary, working conditions, company policies, and management style, while incentive factors include achievement, recognition, the nature of the job itself, and opportunities for personal growth. Let's analyze the impact of the establishment of enterprise integrated digital platform on enterprise human resources from these two perspectives:

1) Analysis of health care factors

Wages and benefits: The establishment of an integrated digital platform may have an impact on the wage and welfare system. Automation and efficiency improvements may lead to less demand for certain jobs, thus affecting the salary structure. If the implementation of digital platforms reduces overtime or improves productivity, companies may consider other ways to repay employees, such as improving benefits or increasing training opportunities (Li, 2017).

Improving working conditions: Digital platforms typically simplify workflow and management systems to improve the working environment. For example, automated HR systems can reduce tedious administrative work and enable employees to focus more on strategic and creative tasks, and this improvement contributes to improve job satisfaction (Tang, 2010).

Management style: Successful implementation of the digital platform requires effective management and leadership. Good management practice can ensure that employees receive appropriate support and guidance to avoid possible confusion and uneasiness in the introduction of technology, thus maintaining their job stability and satisfaction.

2) Analysis of incentive factors

Sense of accomplishment: Through digital platforms, employees are able to accomplish tasks more efficiently and see results in less time, which enhances their sense of accomplishment. For

example, an automated performance evaluation system can provide timely feedback on their work to make them feel that their contributions are recognized and valued.

Recognition and rewards: Digital platforms can provide companies with more accurate and data-based tools for assessing employee performance. These tools can help management to better identify and reward outstanding employees, thereby enhancing employee motivation and job satisfaction.

The nature of the work itself: digital platforms may change the nature of the work to make it more challenging and meaningful. For example, new data analysis tools can enable HR teams to gain a deeper understanding of employee needs and trends, thereby improving HRM strategies, and the complexity and impact of such work may enhance employee professional satisfaction.

Conclusions

The establishment of an integrated digital platform will have a profound impact on corporate recruitment and human resource management. It can bring a broader channel and a more efficient way for the enterprise, combined with the two-factor theory, can make the staff health care factors and incentive factors to be satisfied. Fully mobilize the initiative, enthusiasm and creativity of employees, improve the individual potential of employees, give play to the group advantages of employees.

It provides more data and information support to help enterprises to make more scientific decisions. The establishment of an integrated digital platform will have a profound impact on corporate recruitment and human resource management. It can bring broader channels and more efficient ways for enterprises, change the ways and methods of human resource management, provide more data and information support, and help enterprises to make more scientific decisions.

Discussion

Research on the problems existing in the process of establishing an integrated digital platform. The digital transformation of human resource management is a cross-functional system collection. In the traditional view, the hr department does not create value directly, mainly responsible for administrative affairs and the staff daily management, etc. It is more cost center, given relatively less support, more relying on other business departments to promote the digital transformation; human resource management strategy, and combined with the enterprise management strategy to promote the optimization and improvement of human resources, organizational restructuring and enterprise reform. However, few enterprises fail to realize the integration of human resource systems with other business systems (Tang, 2010).

Only by combining with the enterprise management strategy can we promote the optimization and improvement of human resources, organizational restructuring and promote the enterprise reform Platform maintenance and update: people are the foundation of enterprise

development, and the innovation of human resource management is inseparable from the innovation of talents and the support of new technologies (Fei, Zhu, & Huang, 2019).

The establishment of the platform needs to have a certain degree of scientific and technological foundation and technical knowledge reserve. Enterprise technical personnel need to regularly evaluate and maintain the system, security upgrade and other work. Enterprise managers need to learn and understand the information processing logic of the integrated digital platform, and constantly update the service content of the integrated digital platform according to the feedback of employees and the relevant information changes such as national policies and laws. At present, enterprises generally lack of new technical talents related to big data.

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