

Research on Innovative Strategies for Enterprise

Human Resource Management in the Era of Digital Transformation



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Abstract: With the deepening advancement of digital technologies and the full arrival of the digital era, corporate human resource management is undergoing unprecedented digital transformation. During this transition, organizations face multiple challenges including strategic planning gaps, insufficient talent reserves, limitations in technology application, and organizational cultural barriers. These factors constrain the deep application of digital tools and the full exploitation of data value. Against this backdrop, this paper systematically explores innovative strategies for corporate HRM in the digital transformation era. It delves into the profound implications of connectivity and value within corporate HRM under digital transformation, providing theoretical guidance and practical pathways for enterprises to comprehensively advance the digital transformation of their human resource management.

Keywords: digitalization, corporate human resource management, innovation strategy, digital tools, strategic planning

Introduction:

Digital technologies provide new tools, methods, and perspectives for human resource management, enabling more precise, efficient, and intelligent HR operations. This drives the transformation of HR from traditional transactional management to a strategic partner role, and from experience-driven to data-driven approaches. However, digital transformation also poses significant challenges to traditional HR management philosophies, models, and methodologies. Enterprises must adapt in a timely manner to meet the demands of the digital era.

1. The Essence of Corporate HR Management in the Era of Digital Transformation

1.1 The interconnection between digital transformation and corporate hr management

The fundamental interconnection between digital transformation and corporate HR management

lies in the mutual integration and co-evolution of digital technologies and HR management models, ultimately driving innovative development in HR management approaches. At the strategic level, the synergy between HR strategy and corporate strategy deepens through digital tools. These tools facilitate HR data analysis, enabling more aligned human support for business model innovation and organizational transformation. Operationally, digital tools automate manual processes, integrate modules, and build agile service models centered on employee experience. This elevates HR from a support function to a strategic partner driving organizational innovation.

1.2 The value of digital transformation for human resource management

In terms of operational efficiency, digitized mechanical processes significantly reduce management costs. Digital tools also efficiently support flexible staffing and remote collaboration

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within enterprises. Simultaneously, personalized services enabled by digital tools continuously enhance employee satisfaction, thereby strengthening the company's talent attraction and retention rates. In terms of organizational effectiveness, digital transformation boosts the return on investment in human capital. The digitization of routine administrative tasks frees up human resources to focus on intelligent matching algorithms. This involves using digital technology to achieve precise job-personnel alignment or predict turnover risks based on employee performance data and market trends, thereby enhancing the efficiency of human resource management. According to McKinsey research, companies that successfully implement digital transformation achieve an average 15%-20% reduction in operating costs and over 20% increase in employee productivity (Ding, 2024).

2. Challenges in Digital Transformation of Corporate HR Management

2.1 Lack of strategic planning and organizational culture

Most enterprises fail to elevate HR digital transformation to a strategic priority within their overall corporate development strategy. This results in a lack of systematic planning and clear pathways for transformation, manifesting in weak alignment between transformation goals and business value, significant disconnects at the execution level, and insufficient mechanisms for dynamic adjustment. HR digital projects are often viewed as technical support rather than strategic investments, preventing strategic decisions from being linked to core HR objectives such as organizational effectiveness enhancement and talent pipeline development. Due to insufficient prioritization, the implementation phase lacks concrete roadmaps, clear accountability, and sustainable resource allocation. Furthermore, the dynamic adjustment mechanisms essential for digital transformation struggle to adapt to rapid internal and external changes over the long term, making it difficult for such projects to deliver tangible results. On the other hand, traditional organizational cultures

may overly emphasize hierarchical structures and rigid processes—cultural traits incompatible with the flexibility and rapid adaptability demanded by the digital era (Liu, 2024). Cognitive biases among leaders shaped by traditional corporate cultures, coupled with employee resistance stemming from inadequate change management and communication mechanisms, create significant barriers to HR digital transformation. Such cultural influences prove difficult to alter swiftly.

2.2 Insufficient talent reserves

Regarding talent acquisition, highly skilled professionals possessing both digital competencies and HR management expertise are in extremely high demand in the market. Enterprises often fail to demonstrate competitive advantages in talent development and compensation packages, resulting in a shortage of specialized personnel within the organization. This lack of fresh perspectives and talent infusion into the digital development environment impedes the progress of HR digital transformation (Wang, Gao, & Li, 2024). Simultaneously, traditional compensation incentive systems struggle to match the market value of digital talent, leading to significant attrition of high-caliber professionals and further exacerbating the talent gap. On the other hand, regarding talent development, the knowledge structure of existing internal HR personnel fails to keep pace with technological advancements. Their digital skills training systems are often inadequate, making it difficult to effectively bridge the skills gap. A deeper-rooted issue lies in the absence of robust talent development and incentive mechanisms for digital professionals. Higher education and vocational training programs lag in curriculum design and talent cultivation within the intersecting domains of digital management and technology, resulting in insufficient talent supply at the source. Internally, enterprises lack systematic pathways for digital skill enhancement and retraining mechanisms, with limited investment in training resources and content that often fails to align with practical work requirements.

2.3 Limitations in technology application

Many enterprises lack unified planning and evaluation when introducing digital HR tools, resulting in poor compatibility between modules and inconsistent data standards. This hinders the flow and sharing of HR data, increases data migration workloads, and crucially prevents the establishment of a digital closed-loop for employee lifecycle management. Furthermore, inadequate preliminary assessment leads to a tendency to prioritize tools over value in technology adoption. Some companies blindly pursue the latest technologies while neglecting their deep integration with business scenarios. This disconnect between technological capabilities and actual HR management needs makes it difficult to translate digital investments into tangible improvements in management effectiveness. The drawbacks of technology application are also more evident during practical use. Issues such as low data quality, inconsistent standards, and non-standardized collection processes ultimately result in unreliable data analysis outcomes, making it challenging to support precise decision-making. Simultaneously, human resource management involves substantial sensitive content such as employee personal information, compensation data, and performance evaluations. Inadequate protective measures during the collection, storage, and processing of this data can easily trigger leakage risks, intensifying data privacy and security threats alongside the digital transformation process. This challenge is particularly pronounced against the backdrop of increasingly prevalent remote work and flexible employment arrangements, where blurred data security boundaries further complicate management efforts.

3. Innovative Strategies for Corporate Human Resource Management in the Era of Digital Transformation

3.1 Mindset transformation and strategic planning innovation

The transformation of leaders' mindset serves as the logical starting point for advancing the digital transformation of human resource management.

Enterprises should place greater emphasis on cultivating digital leadership capabilities across all departments and management levels. This ensures managers possess fundamental digital thinking, digital knowledge, and awareness of digital transformation. They should be able to view human resources as a core component and vital tool for driving organizational innovation, thereby laying the groundwork for the digital transformation of HR management. Following successful mindset transformation comes strategic planning adjustment. Enterprises must integrate digital transformation into their overall corporate development strategy framework. Top-level strategic design ensures high alignment between human resource planning and business objectives. Simultaneously, strategic planning must balance long-term vision with systematic execution. This requires establishing a dynamic strategic adjustment mechanism responsive to internal and external environmental shifts, while deeply integrating digital tools throughout the entire HR management process. This integration enables precise alignment between human resource allocation and organizational development. Enterprises should also reassess the efficiency of traditional HR management modules, gradually phasing out inefficient processes and work practices. This reduces capital waste inherent in legacy business models, steering investment toward more flexible and sustainable digital initiatives (Lu, 2025). Innovation in strategic planning also demands redesigning resource allocation and performance evaluation systems. Enterprises must establish investment mechanisms and assessment criteria aligned with digital transformation, incorporating digital outcomes into managerial performance metrics to ensure strategic implementation.

For instance, the digital transformation of human resources management at Fujian Panpan Food Group exemplifies the synergistic effect of leadership mindset shifts and strategic planning adjustments. Recognizing that digital transformation represents not merely technological upgrades but systemic change, the company's management first transformed

its mindset at the executive level, viewing digitalization as a crucial tool for enhancing organizational innovation capabilities. This philosophy was then disseminated to all levels of management through internal training. Building on this shift in managerial mindset, Panpan Food Group fully integrated digital transformation into its strategic framework. Centered on the core of digital-intelligent transformation, the company implemented systematic planning focused on digitally rebuilding production processes and human resource management. Additionally, it established a performance evaluation system aligned with digital transformation, incorporating digital outcomes into managerial assessments. This enabled a successful transition from industrial thinking to digital thinking within the traditional food industry.

3.2 Innovation in technology application and system development

Prior to introducing digital tools and technologies, human resources managers must conduct thorough market research and needs analysis. By examining currently available digital tools, technologies, and their application scenarios within human resources management, organizations can make more informed decisions (Li, 2025). Concurrently, it is essential to establish unified data standards and quality management systems to ensure data accuracy, consistency, and security. During digital system development, the priority lies in constructing an integrated HR management platform. By leveraging big data, artificial intelligence, and cloud computing technologies, key HR modules—including recruitment, training, performance evaluation, and compensation & benefits—can be efficiently consolidated. This creates a comprehensive, unified data management platform that eliminates historical data silos across HR functions, enabling seamless integration and circulation of human capital data (Huang, 2025). Additionally, the system development process must prioritize the user experience and flexibility value of digital technologies. Not only must digital tools adapt to evolving business needs, but enterprises should

also establish continuous technology iteration mechanisms to promptly incorporate emerging technological advancements, ensuring the system remains cutting-edge and practical. Through data-driven precision management and intelligent service delivery, enterprises can significantly enhance human resource allocation efficiency, creating sustainable competitive advantages for the organization. Following implementation, enterprises should adopt a phased, incremental technology deployment strategy. Prioritize business processes with the most evident pain points before gradually expanding digital coverage. The implementation focus should shift from automating HR processes to enabling intelligent decision support, thereby aligning digital HR applications with organizational strategy.

For instance, China Travel Group's e+ Human Resources Management System integrates artificial intelligence, cloud computing, and big data analytics to systematically collect and record over 250 key metrics across employees' entire career lifecycle, enhancing dynamic online management. Simultaneously, the system integrates modules for recruitment, performance management, and employee development. Leveraging employee data and online visualization analytics, it achieves unified operations for human resources planning, role profiling, and talent-position matching, thereby eliminating information silos. Notably in recruitment, the system enables end-to-end online management from job posting to resume screening and interview scheduling. Compared to previous methods, recruitment efficiency increased by over threefold in 2021.

3.3 Innovation in talent management and development

In talent acquisition, enterprises should leverage the efficiency and broad reach of digital platforms. Recruitment activities should be conducted through online channels such as specialized job sites, official corporate recruitment portals, social media, and industry forums. More importantly, during the recruitment process on these platforms, companies

must utilize big data and artificial intelligence technologies to conduct in-depth analyses of candidates' skills, experience, and even latent traits. This ensures a high degree of alignment between individuals and positions. Simultaneously, based on compatibility assessments and interview outcomes, companies should establish proprietary talent pools. These reservoirs consolidate data from suitable candidates across recruitment interactions, forming strategic talent assets. When future vacancies or new business demands arise, recruiters can swiftly identify and contact qualified individuals from these pools, significantly boosting overall hiring efficiency. For employee development, companies should leverage digital tools to design diversified learning pathways that integrate digital skill enhancement with individual career progression. Digital platforms—such as internal e-learning portals and virtual training systems—provide employees with accessible, rich learning resources. The personalized and adaptive content delivered by these platforms supports lifelong learning needs. Regarding employee motivation, performance management has shifted from periodic evaluations focused on year-end results to a dynamic model emphasizing continuous communication, real-time feedback, and employee growth orientation. By leveraging digital performance management systems, companies can dynamically adjust work objectives, track progress in real time, and provide immediate evaluation and feedback on performance outcomes. This enables managers to promptly understand employee work status, offer necessary coaching and resource support, and facilitate continuous improvement. Concurrently, intelligent algorithms should be integrated into compensation system design to calculate and analyze multidimensional compensation data—including base salary, performance bonuses, and benefit subsidies—according to established procedures. Through digital technology, enterprises can conduct in-depth analyses of compensation disparities across departments and employee sequences, identify potential inconsistencies, and implement scientific adjustments to ensure internal fairness and external

competitiveness of the compensation system (Xu & Liu, 2025). This is particularly crucial for compensation policies targeting key digital talent, whose compensation packages must remain sufficiently attractive.

3.4 Organizational culture and data security innovation

Organizational culture innovation primarily manifests in leveraging digital technologies to align with the demands of the digital era. On one hand, this requires top-level design within the enterprise, grounded in leadership's commitment to transformation. They must proactively learn and apply digital technologies while supporting organizational design, incentive mechanisms, and management systems. This not only transforms the enterprise into a new organizational structure characterized by flatness, networking, and agility but also incorporates digital application capabilities as an assessment item within the performance evaluation system, incentivizing employees to actively learn and apply digital technologies. The three-pillar model in human resource management stands as a successful practice in organizational innovation. Here, the Center of Expertise focuses on designing specialized HR solutions and developing digital tools, while the HR Business Partner drives digital adoption within operational departments. The Shared Service Center primarily handles standardized tasks. This division of labor within HR achieves a balance between efficiency and expertise in overall management, serving as an ideal organizational foundation for digital transformation across enterprises. On the other hand, regarding digital security innovation—the most critical aspect in the big data era—most enterprises strengthen data security technology by establishing separate, stringent data management systems to regulate the entire process of data collection, storage, usage, and destruction. Technologically, they employ new digital methods such as access control and encrypted transmission to block security vulnerabilities (Qi, 2025). Simultaneously, enterprises must pay heightened attention to the ethical dimensions of data usage,

particularly concerning employee data collection and utilization. This includes explicitly informing employees about the purposes and methods of data use to respect their rights to informed consent and choice.

Conclusion

With the continuous advancement and deepening application of digital technologies, emerging technologies such as artificial intelligence, big data, and blockchain will play an increasingly vital and profound role in corporate human resource management. Future internal HR management will evolve toward greater intelligence, personalization, and agility, driving enterprises to implement talent selection, development, and motivation from the professional perspectives of human resources and human capital. This will ultimately support the sustained development of organizational strategies.

Conflict of Interest

The author declares that she has no conflicts of interest to this work.

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