

# Exploration of Enterprise Human Resource Management Strategies Based on Digital Transformation

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## ABSTRACT

Against the backdrop of digital transformation, the application of advanced technologies in corporate human resource management is becoming increasingly prevalent. This paper delves into the driving factors and significance of digital transformation in corporate HR management. Based on this analysis, corresponding strategies are proposed, in order to support enterprises in achieving digital transformation within their human resource management systems.

## KEYWORDS

Digital transformation; Enterprises; Human resource management; Strategy

## 1 Introduction

Against the backdrop of rapid development in the digital economy, the accelerated advancement, application, and penetration of technologies such as big data, cloud computing, and artificial intelligence are profoundly influencing and reshaping the models and processes of corporate human resource management. Based on this, the following discussion focuses on strategies for the digital transformation of corporate human resource management. This lays the groundwork for enterprises to achieve better outcomes in their actual transformation efforts.

## 2 Drivers of Digital Transformation in Corporate Human Resource Management

### 2.1 National Policy Support

In 2022, the *Notice on Launching Pilot Programs for Fiscal Support of SME Digital Transformation* was issued jointly by the General Office of the Ministry of Industry and Information Technology and the General Office of the Ministry of Finance of CPC. This document explicitly prioritizes accelerating SME digital transformation as a key focus for developing the digital economy, setting corresponding objectives to guide the initiative. For instance, "developing a set of replicable and scalable digital transformation models" was one such objective. The *Notice* also emphasized the need for financial support to alleviate the burden of digital transformation for enterprises<sup>[1]</sup>. These national policies propel the digital transformation of corporate human resource management, providing a favorable policy environment and directional guidance.

### 2.2 Driven by Technological Innovation

The rapid advancement of science and technology presents new opportunities for transformation in corporate human resource management. For instance, big data analysis enables enterprises to extract critical insights from vast volumes of recruitment data and training records, thereby enhancing data utilization efficiency. Artificial intelligence finds application across multiple domains. In intelligent recruitment, it rapidly screens candidate resumes to precisely match suitable positions; in intelligent training, it focuses on using smart algorithms to provide employees with personalized learning paths and materials, thereby enhancing the relevance of corporate training. Furthermore, cloud computing technology provides enterprises with data storage and processing capabilities for human resource management, enabling companies to store relevant data in the cloud and ensuring management and sharing efficiency reach higher levels. It also facilitates better collaboration and communication between different departments. These technological innovations collectively drive the digital transformation process of corporate human resource management.

### 2.3 External Environmental Pressures

In today's rapidly evolving market landscape, enterprises face multifaceted pressures compelling them to accelerate the digital transformation of human resource management. On one hand, the integration of the global economy has progressively dismantled geographical barriers to commerce, intensifying competition. To gain a competitive edge in the marketplace, enterprises must fully enhance their management efficiency and competitiveness. Efficient human resource

management is a critical component in boosting competitiveness. Therefore, enterprises urgently need to leverage digital tools to improve the effectiveness of human resource management <sup>[2]</sup>. On the other hand, consumer demands are becoming increasingly diverse and personalized. This requires enterprises to respond swiftly to market changes and flexibly adjust human resource allocation to meet the needs of different consumers. These external pressures collectively drive the transformation of corporate human resource management toward digitalization and intelligence.

## **2.4 Internal Business Needs**

Digital transformation primarily refers to organizations or enterprises leveraging digital technologies to transform their business models, processes, products, and services to enhance efficiency, increase revenue, and create value <sup>[3]</sup>. As businesses grow and diversify their operations, traditional human resource management models become inadequate to address increasingly complex management demands. To achieve sustainable development, optimize production and operations, drive product or service innovation, and pioneer new business models, enterprises must leverage digital transformation to refine their HR management processes. This requires enhancing the scientific rigor and precision of management decisions. Such efforts not only prevent superficial “image projects” in HR management but also enable the optimization, innovation, and restructuring of the enterprise’s HR management system. Consequently, this approach better fulfills the enterprise’s intrinsic developmental needs.

## **3 The Importance of Digital Transformation in Corporate Human Resource Management**

### **3.1 Driving Decision-Making and Optimizing Workforce Allocation**

In traditional corporate HR management, managerial decisions often relied on subjective experience or fragmented data, leading to potential missteps. However, digital transformation-driven HR management leverages advanced digital technologies to comprehensively integrate internal HR data, covering employee education, professional skills, performance, and compensation metrics. It also facilitates rapid collection of external market data on talent supply and demand, as well as compensation benchmarks. This empowers decision-makers to conduct scientific human resource planning and optimize staffing configurations. The result is precise alignment between HR management strategies and corporate strategic objectives, ultimately enhancing management efficiency.

### **3.2 Enhancing Efficiency and Reducing Management Costs**

In traditional human resource management models, HR departments must invest significant time and effort into administrative tasks such as employee on-boarding, daily attendance tracking, and payroll processing. This not only leads to inefficiency but also increases the likelihood of errors due to reliance on manual operations. For instance, integrating employee attendance and performance data is essential for payroll processing. Given the complexity of such information, this integration process is cumbersome and costly. With the adoption of digital management systems, manual calculations for these tasks become nearly obsolete. Simply inputting relevant data into the HRIS enables rapid integration and processing. This significantly reduces the workload for personnel and lowers corporate HR management costs <sup>[4]</sup>.

### **3.3 Enhancing Employee Experience and Vitality**

Under digital transformation, corporate human resource management services can become more personalized and diverse, better meeting practical needs. For instance, employees can independently access salary details, browse training courses, or submit leave requests in real time without cumbersome application processes. This significantly improves the efficiency of management services and enhances the employee experience. Simultaneously, digital HR management establishes feedback channels for employees to promptly voice their thoughts and needs regarding the company. Businesses can then adjust HR strategies based on this input. This approach gradually strengthens employees’ sense of belonging to the organization and energizes their work engagement.

## **4 Corporate Human Resource Management Strategies Based on Digital Transformation**

### **4.1 To Strengthen Corporate Digital Infrastructure Development**

Efforts to establish digital infrastructure should be implemented, to lay a solid foundation for digital transformation <sup>[5]</sup>. Therefore, enterprises must empower their transformation initiatives by enhancing digital infrastructure development.

First, enterprises should elevate their level of attention, proactively increase investment in digital infrastructure development, and actively stay informed about the latest digital implementation trends. This ensures the introduction of higher-performance hardware facilities to guarantee the efficiency and stability of human resource management data processing. Building upon this foundation, enterprises should fully leverage the elastic computing and storage capabilities of cloud computing technology to flexibly allocate computing resources. They should also dynamically scale resources based on actual demand to address potential data processing peaks in human resource management. For enterprises with relatively limited funds, partnering with specialized hardware suppliers is another viable option. By leasing hardware, companies can acquire the computing and storage resources required for their HR management needs. This approach not only fulfills the digital transformation requirements for HR management but also effectively controls the costs associated with building digital infrastructure <sup>[6]</sup>. Second, enterprises must proactively adopt advanced human resource management software systems with robust data processing capabilities and strong compatibility. This enables the integration of all HR management functions onto a unified data platform, encompassing modules such as recruitment, training, performance evaluation, and compensation management. Such integration enhances the automation level of HR management processes, effectively supporting the diverse demands of HR digital transformation. Third, given the massive volume of HR management data generated during digital transformation, enterprises must also prioritize data security and privacy protection. Key measures include implementing firewalls, data encryption systems, and intrusion detection mechanisms. By preventing data leaks and misuse, the integrity of HR management data is safeguarded. This contributes to higher-quality HR management practices and provides cyber security assurance for the broader digital transformation journey.

#### **4.2 To Establish Clear Digital Transformation Goals**

To ensure the smooth advancement of digital transformation in human resource management, enterprises must establish clear digital transformation goals.

Enterprise management personnel must conduct in-depth analysis of comprehensive factors including internal resources and capabilities, competitive landscapes, and actual operational conditions aligned with their development realities. While upholding a people-centered core philosophy, enterprises should establish dedicated digital transformation leadership teams to identify core challenges in human resource management digitalization. This necessitates not only technological innovation but also fundamental shifts in HR management paradigms and approaches. With this foundation, the phased objectives of the transformation should include enhancing HR management efficiency, optimizing staffing, and improving employee experience. First, enhancing the efficiency of human resource management is a key objective of corporate digital transformation. Efforts should focus on introducing digital HR tools, such as automated recruitment systems and intelligent performance evaluation software, to achieve intelligent HR processes. This reduces human error rates and improves management efficiency. Second, optimizing workforce allocation is another critical goal. Companies must leverage big data analysis to deeply explore the alignment between employee skills, potential, and job requirements. This enables precise resource allocation and prevents waste. Third, enhancing employee experience is another critical objective. This involves building digital employee service platforms that provide convenient channels for online learning, communication, and feedback, thereby boosting employee satisfaction and motivation. This process represents an advanced evolution for enterprises—transitioning from information-based HR management to virtual HR management, and ultimately to digital HR management. This ensures that HR management provides clear direction and guidance for subsequent digital transformation efforts, enabling it to better serve the organization's overall strategic development <sup>[7]</sup>.

#### **4.3 To Build a Digital Human Resources Management Team**

In enterprise human resources management driven by digital transformation, establishing a digital human resources management team serves as a critical safeguard.

First, enterprises must intensify efforts to adjust the recruitment criteria for human resources management personnel. While prioritizing expertise in human resources management, proficiency in digital skills should be incorporated as a key selection criterion. Concurrently, companies should attract top talent by offering competitive compensation packages. This approach ensures a robust talent pipeline to support the successful digital transformation of enterprise HR management. Second, companies must enhance training for HR department personnel. Establishing “Digital Transformation Bootcamps for HR Management” will promote talent development. Aligned with corporate strategic goals, core competencies for digital transformation roles should be refined into data analysis skills and digital tool proficiency. Regular, tiered specialized training on digital transformation should be conducted through blended online and offline formats. For front-line HR staff, training should emphasize big data analysis, HRMS operation, and cutting-edge management techniques. This enables them to leverage digital tools for faster, more precise work in recruitment and

interviewing, training and development, and performance forecasting. For HR supervisors, focus should be on digital management and innovative thinking. This ensures internal managers master the latest digital management skills to better support HR digital transformation. Additionally, companies must prioritize post-training effectiveness evaluations for HR personnel. These assessments should comprehensively measure knowledge retention and improvements in digital skill application across multiple dimensions. Based on evaluation outcomes, training content and delivery methods for HR digital transformation should be promptly adjusted to ensure training genuinely meets the organization's digital transformation needs.

## 5 Conclusion

In the digital economy era, to achieve sustainable development, enterprises must fully leverage digital technologies to drive the digital transformation of human resource management. Throughout this process, organizations must maintain keen insight and continuously refine their digital management strategies. By enhancing the efficiency and quality of human resource management, enterprises can inject momentum into their sustainable development.

## About the Author

Lu Li, a Ph.D. candidate in 2021, Research directions: business administration, economic management.

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