Exploring the Innovation of Enterprise Human Resource Performance Management in the Era of Big Data

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Abstract: The inevitable trend of the current modernization of enterprises is that enterprises generally rely on advanced database technology to improve the efficiency of human resource management in the era of big data, and the practice of innovation is the core driving force for enterprises to enhance their competitive advantages and the focus of much attention in the current business environment. This paper analyzes the importance of the big data era to the enterprise management mode and focuses on how it promotes the innovation path of enterprise human resource performance management, and the core of the study is to explore the far-reaching impact of the big data era on the market environment in order to provide practitioners with forward-looking and timely performance management innovation strategies.
Keywords: big data era, enterprises, human resource management, performance management, innovation

Introduction

In the enterprise can be called the cornerstone of human resource management is the core of the optimization of the distribution of talent and maximize the overall performance of the driving role of the skills and qualities of employees in the fierce business competition is directly related to the enterprise's market position and competitive advantage. Managers to enhance the effectiveness of the performance management system is to improve the efficiency and effectiveness of human resource management is the core element of the long-term prosperity of the enterprise has a decisive role in recent years in the rapid progress of information technology in business operations to promote the depth of information technology in all sectors and increasingly popular information network technology and human resource management of the close integration[1]. Innovative enterprise human resources performance management system in the prevalence of big data today to maximize the mining and application of big data technology to optimize performance management has become an urgent issue that needs to be studied in depth, and directly promote the upgrade of the efficiency of enterprise performance management and is the key strategy to comply with the modern trend and gain a competitive advantage.

1. The necessity of enterprise human resource performance management innovation in the era of big data

1.1 Guaranteeing fairness in performance management for business people

Fair and equitable performance evaluation has a significant impact on employee motivation in human resource management, and is the core link and strategic pillar for realizing efficient human resource management. Diversified

performance appraisal tools in modern technology can be widely used to conduct a comprehensive and in-depth examination of employee performance and effectively reduce data bias caused by human bias to significantly enhance the fairness and accuracy of human resources performance management data, and revolutionize the human resources performance management model will inevitably bring about significant and positive impacts on individual career advancement and the overall progress of the enterprise.

1.2 Optimizing enterprises' organization's structure

By leveraging the power of Big Data to revolutionize HR performance management, enterprises can improve the robustness and optimization of their organizational structure, making management levels more adaptable and dramatically improving operational efficiency. Big data, cloud computing and data-based tools are widely integrated into HR performance management systems to deeply analyze employees' expertise and individual potential and enable real-time assessment to drive accurate job placement and break down traditional geographic and hierarchical constraints. This will dramatically improve the efficiency and accuracy of data transfer, optimize the structure of the enterprise, and enhance its flexibility and adaptability, which will strongly support the smooth operation of various businesses and lay a solid management foundation. In the current business field, the proportion of young talents has increased dramatically, and they are characterized by efficient learning and innovative thinking, but they are relatively inexperienced in self-management and discipline, a phenomenon that deserves the attention and guidance of enterprises. In the era of digitalization of HR performance management strategies, they can be effectively combined with digital attendance systems and quantitative standards such as task completion to strengthen employees' awareness of self-management and disciplinary execution.

1.3 Improving the efficiency of enterprise management, innovation to strengthen

Enterprises in the big data-driven business field such as the tide into the market to compete for market share resulting in an exceptionally tough competitive situation, big data and information technology rapid progress in the current digital era of enterprise human resource management put forward a serious test. The huge accumulation of data makes the traditional performance management system seem incompetent and difficult to meet the urgent needs of modern enterprises for efficient and accurate performance management. Enterprises must effectively utilize a variety of big data sources and integrate them to drive the innovation and improvement of human resources performance management. By reforming the current performance management system and studying the unique needs and potential of employees, it is possible to develop more accurate and fair evaluation standards, which can enhance employee job satisfaction and provide decision makers with a solid data base to significantly enhance management efficiency.

2. Innovative strategies for enterprise human resource performance management in the era of big data

2.1 Constructing a scientific concept of big data

Accurate scientific knowledge is the right guide for leading practical activities. In order to reform HR performance management in a big data environment, enterprises need to establish a strong data science concept and deeply understand how big data technology can profoundly reshape and release its potential value. Organizations are now successfully using big data technologies to systematically collect and analyze huge amounts of information, significantly improving the efficiency and accuracy of HR performance management, firmly establishing a solid data-driven foundation, and driving smoother and more efficient operations. Corporate executives must play a key role in guiding their roles as rule executives, strategic planners, and team leaders. They need to continuously strengthen their professional theoretical knowledge of HR performance management, keep abreast of the new trends in big data technology and the frontiers of management concepts, as well as draw on advanced internal and external practices to seamlessly integrate theories with the customized environment of the enterprise, and construct HR performance management system that is in line with the strategy of the enterprise. management system[2]. A holistic understanding of big data technologies directly impacts performance

management effectiveness and drives the digitalization of the enterprise. Enterprises can use publicity and promotion to deepen employees' understanding of the critical nature of big data technology and HR performance management innovation, and invite authoritative experts in the industry to give in-depth lectures, which include interactive sessions and real-world case studies, to strengthen employees' knowledge and enable them to form forward-looking HR performance management innovation concepts in the wave of the big data era.

2.2 Developing a personalized employee assessment system

Under the traditional corporate HR management framework, a common approach is usually adopted, in which common evaluation criteria and standardized appraisal items are uniformly formulated for each department. As the business characteristics and job complexity of each department vary significantly, the traditional generic HR performance management approach encounters difficulties in the pursuit of fairness and truthfulness, and is prone to demoralize employees. Nowadays, with the prevalence of big data, enterprises must adopt big data technology and conduct in-depth analysis and accurate classification of employees' work skills, task assignment and performance, which can strongly support the construction of personalized and precise employee performance management strategies. The human resources department needs to be transformed into a strategic core in the innovative management structure, accurately managing various types of talents and focusing on their professional skills and business knowledge[3]. Human resources through the refinement of management to promote employees' deep understanding of job requirements to improve the overall effectiveness of human resources performance management, the effective use of big data technology can accurately predict the demand for human resources and the implementation of employee skills assessment and enhance the scientific nature of human resources management decisions. Such as the use of big data to establish a multi-dimensional integral system evaluation system: organizational performance integral model + personal value integral model, big data in the organizational integral model can be horizontal analysis of industry operating data, vertical analysis of enterprise operating data and the establishment of assessment indicators, in the personal value integral model to set up a good job value coefficients and the implementation of the organizational strategy of the formation of the assessment indicators.

2.3 Improving the precision of assessment and evaluation

Traditional HR performance management systems often rely on a single score, which leads to biased appraisal dimensions and can affect fairness and accuracy, and is not conducive to substantial improvement in employee performance[4]. Key attributes such as work attitude, motivation and professional responsibility are not always easy to translate into measurable quantitative data, and business leaders must pay close attention to frequent and efficient interactions with their employees. With the help of cutting-edge big data technology, we can efficiently address and solve the problems of complicated implementation, narrow coverage, and potentially poor appraisal results that companies traditionally face with Management by Objectives (MBO), Personal Performance Commitment (PBC), Objectives and Key Results (0KR), Key Performance Indicators (KPI), and Mandatory Proportional Distribution Appraisal (MPDA). By establishing a scientific and reasonable human resources performance appraisal model and combining data processing with big data analysis technology, we can effectively improve the precision and accuracy of performance appraisal evaluation. When establishing the appraisal model, we should consider the design of the weights of each index and the setting of scoring standards to ensure that the appraisal indexes are comprehensively covered and in line with the employees' actual working conditions and the company's strategic goals. Adopting big data technology to assess the credibility and validity of the assessment results and analyze the data through statistical analysis and data mining methods to identify the patterns and trends in the data and reduce the impact of human interference on the assessment results, and through data correction technology to timely detect and correct the possible evaluation bias to ensure the fairness and objectivity of the assessment. The implementation of these measures can improve the scientific and fairness of human resources performance appraisal, and provide more powerful support for the growth of employees and corporate development. The use of big data technology significantly improves the efficiency of human resources performance management and significantly reduces the work pressure of managers and reduces the operating costs of the enterprise, and accurate data analysis ensures the

fairness and accuracy of performance evaluation and provides solid support for decision-making and employee development to promote significant improvements in work efficiency.

3. Conclusion

Nowadays, there is a significant trend that the seamless integration of big data into enterprise human resources management can significantly improve operational efficiency, deeply explore the potential of employees, improve talent allocation strategies and optimize the organizational structure. Enterprises in the context of the big data era must deeply understand and highly value the importance of performance management innovation, and enterprises need to vigorously invest in resources to promote the development of informatization, including expanding the data reserve, upgrading the hardware and equipment, fine-tuning the management process, and constructing an efficient management system. The big data-driven performance management system can fully exploit its potential and accumulate valuable practical experience for the comprehensive upgrade of the enterprise's information management.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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