



Research on Performance Management Optimization of G Company in the Digital Background

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Abstract: At present, digital informatization revolves around various levels, and society is in an era of digital explosion. The rapid development of digital technology is driving the continuous transformation and upgrading of enterprise management to adapt to the development of the digital age. As a result, the internal management of enterprises has been upgraded from traditional management models to digital management models. Relying on digital support can help reduce management errors in traditional management models and help enterprises develop towards a better direction. As an important component of internal management in enterprises, performance management is also constantly keeping up with the times and transforming and upgrading towards digitization. This article takes the performance management of G Company as the research topic, explores the role of digital transformation in traditional performance management models in the context of digital trends. It also analyzes how to better integrate and utilize traditional performance management to better leverage the role of bidding agencies, improve work efficiency and employee motivation, and further reduce enterprise costs, thereby boosting the healthy development of the overall operation and financial control of the enterprise.

Keywords: G company, performance management, digitization

1. Introduction

During the period when countries around the world are focusing on digitization, China is also constantly introducing relevant policies to support the development of digitization in various industries. Research on digitization of enterprise performance management can not only better respond to market changes, but as a part of human resources, performance management can also build a bridge for communication between employees and the company. It can also accelerate the digitization level of enterprise human resources in certain aspects[1]. From these perspectives, the digital transformation of performance management is not limited to the micro level within the enterprise, but also helps to promote the competitiveness of the enterprise in the entire social market[2]. It is also the important significance of digital performance management at the macro level.

2. Digital questionnaire survey and analysis of G Company performance management

2.1 Survey questionnaire design

The survey questionnaire is designed based on the theories of performance management and digitization. It was distributed to the state-owned bidding company through the network as a carrier, and 167 questionnaires were collected from the company's employees through random sampling. Among them, there were no problem questionnaires. The questionnaire consists of three parts: personal information, basic performance management information, and digital performance management information. The questions are all multiple-choice questions, with 1-17 being single choice questions and 18-21 being multiple-choice questions, making it convenient for employees to fill out during their leisure time. The data collected in this questionnaire is anonymous, ensuring that employee information will not be disclosed and safeguarding the legitimate rights and interests of employees.

2.2 Survey questionnaire analysis

2.2.1 Basic situation of performance management

Question 1: In your opinion, the impact of the current performance management system on internal communication is shown in Figure 1:

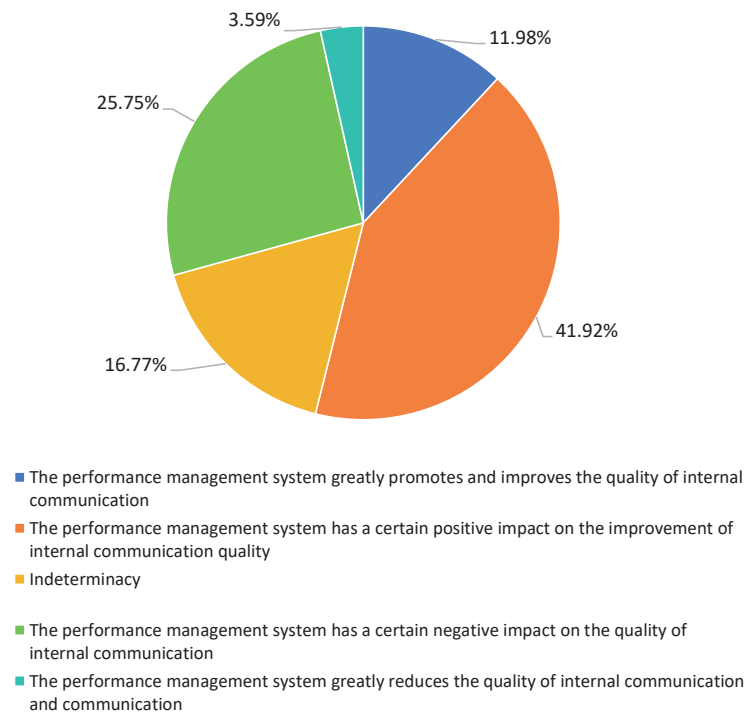


Figure 1. The impact of performance management system on communication

Performance management, as an important component of human resource management, can effectively link upper level managers and grassroots employees, promoting interaction between both parties. The survey on this aspect showed that 11.98% of employees believe that the performance management system in the company has greatly promoted and improved the quality of internal communication. 41.92% of employees believe that it has a certain positive effect on the improvement of internal communication quality, accounting for the largest proportion. 25.75% of employees believe that the company's performance management has a certain negative impact. 3.59% of employees believe that it greatly reduces communication quality. Therefore, in the subsequent digitization process, it is necessary to maintain the positive role of performance management communication, investigate the sources of negative impacts, and optimize and correct them, in order to better link the upper and lower levels of the bridge.

2.2.2 Digitization of performance management

Question 2: The problems or shortcomings encountered in the process of digital performance evaluation are shown in Figure 2:

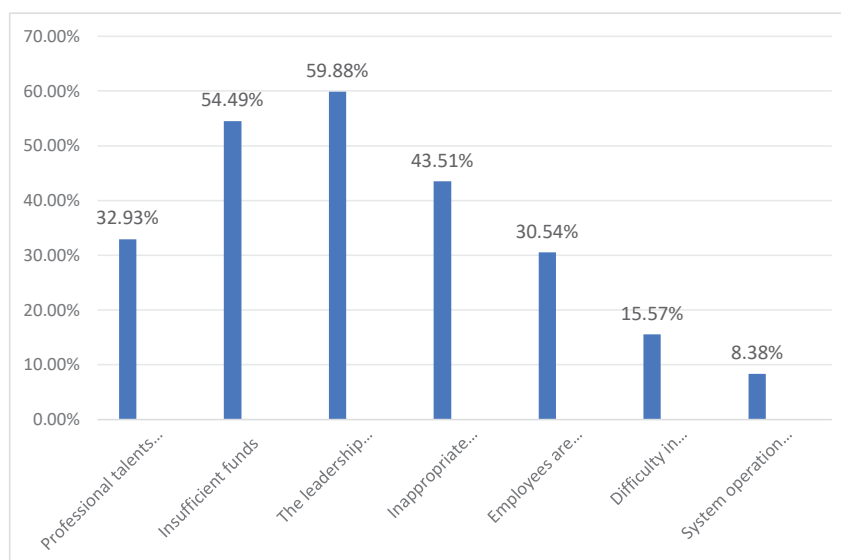


Figure 2. Issues in digital performance appraisal

When investigating the shortcomings of digitization, 59.88% of employees believed that the leadership did not attach enough importance, which may be due to the constraints of traditional performance management models on some leaders and the inability to adapt to digital performance management transformation. In addition, 54.49% of employees believed that there was insufficient funding, indicating the high demand for funding for digital transformation, reflecting the difficulties of digital transformation. 42.51% of employees believe that digital transformation is not compatible with corporate culture, while 30.54% of employees are not adapted to technology, which requires continuous improvement and approach to the core of the enterprise in the future digital process.

3. The problems and reasons for the digitization of performance management in G Company

According to the survey results, G Company has gradually explored digital transformation under the existing traditional performance management model in recent years, but there are still limitations that cannot meet the requirements of the entire company's department and management status.

3.1 Lack of attention from management

The digital reform of performance management is not achieved overnight. For a company, it is impossible to transform a model solely by relying on employees, and it cannot do without the decision-making and planning of management. In the current digital transformation stage of G Company, some management layers have entrusted the main responsibility for the digital reform of performance management to grassroots employees, resulting in a gap in communication between grassroots employees and management. Some grassroots employees are accustomed to the traditional performance management model in the past and lack the concept of digital transformation. However, the lack of attention from management has exacerbated the cumbersome operation in the digital process of performance management. The management lacks a reform plan for performance management digital, resulting in digital reform being limited to data collection, lacking analytical direction and future goals. Similar to traditional performance management models, it cannot optimize fairness and impartiality under traditional models.

3.2 Lack of financial support

From the investigation of internal employees, it can be seen that the company lacks financial support for optimizing the digital performance management system. After transitioning from traditional performance management mode to digitization, the digital system has initially taken shape, but many problems have gradually emerged in subsequent implementation. It is necessary to optimize and upgrade the digital mode to reduce the problems and avoid any impact on the company's future interests. However, after planning the optimization direction, the enterprise did not invest enough funds to support the digital optimization of performance management, resulting in the slow development and optimization of the digital model with limited funds. The problems and loopholes that occurred were not rectified as soon as possible, which affected the efficiency of the digital transformation of performance management in the enterprise.

3.3 Low compatibility with corporate culture

The development strategy of a company should be in line with its own corporate culture in the long run, and only by finding its own development strategy that is suitable for the internal environment of the enterprise can it continue in the changing market. G Company has responded to the national strategy of developing the digital economy in the new era, breaking through the constraints of traditional performance management models, drawing on the experience of successful digital transformation and upgrading enterprises in the market, and using its own digital transformation, the company has successfully formed the prototype of digital performance management.

3.4 Low employee training efforts

In the process of digitizing performance management, G Company has introduced relevant talents to promote the digitization process of its performance management and achieved good results, enabling the company to quickly break through traditional management models and shift towards digitization. However, it is impossible to form a complete digital system without only establishing a digital platform and lacking employees who have knowledge of the digital platform. According to the survey results, employees lack understanding and recognition of relevant technologies, lack digital operational processes for performance management, and continue to work with traditional performance management concepts, which creates a gap between digitization and employee data collection and analysis, and cannot fully demonstrate the concise and clear characteristics of digitization.

4. G Company's Digital Improvement Strategy for Performance Management

Under the current trend of digital economy, the digital reform of enterprises enables them to break through traditional constraints in performance management. In the management process of enterprises, path support should be provided in aspects such as digital platforms and performance evaluations.

4.1 Transforming performance management concepts to enhance practicality

The concept of digitization and the concept of performance management need to be perfectly integrated by the management. The digitization concept is a prerequisite for digital transformation, and the performance management concept is to better adapt to the management needs of subsequent employees. If the digital reform of performance management is to be more perfect in the subsequent implementation, the first step should be to start from the implementation of the management concept[3].

4.2 Building an efficient communication and feedback mechanism platform

According to research findings, in traditional performance management, G company faces issues such as fairness and impartiality caused by unchanged communication between management and grassroots employees, resulting in incomplete information and data, affecting employees' sense of belonging to the company, and discouraging their enthusiasm. Therefore, in the process of digitizing performance management, it is necessary to establish an efficient communication and feedback mechanism platform in order to further improve the quality and efficiency of management. As part of the digital model of performance management, management personnel regularly organize relevant meetings to integrate the data collected by various departments, and use digitization to analyze the data, timely analyze and efficiently manage changes in internal performance of the enterprise.

4.3 Fully utilizing digital performance management to cultivate relevant talents

As a company that adapts to the digital economy, while attracting relevant technical talents in the past, we cannot ignore the cultivation of internal employees, the integration of internal and external factors, and the acceleration of the digital process of company performance management to ensure the stability of digital performance management. Unlike large enterprises in the market, G Company has a large amount of funds and numerous digital talents. As a small and medium-sized enterprise, if it wants to improve its competitiveness in the digital economy market and establish itself in the digital era, it is essential to cultivate versatile talents. In addition to recruiting talents in the market that meet the company's own culture and actual needs, it is also necessary to regularly organize training for employees within the company.

5. Conclusion

As a bidding agency, G Company has implemented digital reforms in response to the call of the country, despite the shortcomings of its traditional performance management model. However, through research, it was found that due to the lack of attention from some management, insufficient funding, and neglect of internal employee training, the road to digitization of performance management is not smooth. Therefore, in response to the above issues, this article analyzes them and proposes corresponding suggestions to help the company continuously optimize in the digital process of performance management in the future.

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