Evaluating How to Improve the Core Competitiveness of Employees' Digital Literacy Through Data Empowerment

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Abstract: With the rapid development of science and technology, emerging technologies such as big data, artificial intelligence, and cloud computing are reshaping the global economic landscape at an unprecedented speed. Against this backdrop, companies must have a digitally literate workforce in order to remain invincible in the fierce market competition. This means that employees need to have basic data processing skills, and they should have the ability to analyze and interpret data, as well as the wisdom to use data to make informed decisions. This article is the main one

Keywords: data empowerment, digital literacy, core competitiveness, tactics

1. Introduction

Data empowerment is to provide decision-making support, innovation inspiration and efficiency improvement for enterprises and employees through the collection, analysis and application of data. However, to achieve this goal, enterprises must first build a data-driven culture that encourages employees to master the basic skills of data processing, understand the business logic behind the data, and then integrate data thinking into their daily work to form an efficient operation model of "industry and technology convergence".

2. The importance of improving employees' digital literacy in the context of digital economy

2.1 It is conducive to promoting the all-round development of people

In Marx's vision of an ideal society, the free and all-round development of human beings is placed in the supreme position, which is not only a significant symbol of communist society, but also the core pursuit of the concept of socialism with Chinese characteristics. The Outline of the National Informatization Development Strategy clearly states this, emphasizing that improving the digital literacy and skills of the whole people is a strategic choice to meet the challenges of the digital age, improve the quality of the people, and promote the all-round development of individuals. The improvement of digital literacy is not only the improvement of skills, but also the innovation of cognitive models and ways of thinking. By mastering skills such as data analysis, information retrieval, and cyber security, employees can process complex information more efficiently and solve practical problems, injecting a steady stream of vitality into the innovation and development of society [1].

2.2 Conducive to the realization of national development goals

In accordance with the grand blueprint of the "Outline of the National Informatization Development Strategy", China has clearly set the dual-track development goal of citizens' digital literacy and action skills: by 2025, it will strive to achieve a significant leap in the adaptability, competency and creativity of all people in the digital environment, and the digital literacy and skill level of all people will be comparable to that of developed countries; By 2035, we will further deepen the goal, strive to build a digital talent power, ensure that the digital literacy and skills of all people reach or even exceed the advanced level of developed countries, and provide solid intellectual support and talent guarantee for China's grand vision of becoming a cyber power, a digital China, and a smart society. The setting of this series of goals is essentially a precise positioning of the country's future development direction, demonstrating China's deep insight into the demand for talents in the era of digital economy. The cultivation of these capabilities can enhance the employment competitiveness of individuals in the era of digital economy, accelerate the upgrading of industries, and inject strong impetus into the high-quality development of the national economy [2].

3. Strategies for data empowerment to improve the core competitiveness of employees' digital literacy

3.1 Build a digital learning enterprise

With the vigorous development of the digital economy, enterprises are facing unprecedented opportunities and challenges. In order to remain invincible in the competition, enterprises must carry out profound changes, which are deeply reflected in the comprehensive upgrading of corporate culture, strategic planning, business model, leadership style and employee quality. Among them, corporate culture, as the core of enterprise soft power, is crucial to leading organizational change and promoting digital transformation, and building a digital learning enterprise is an inevitable choice for enterprises to enhance their core competitiveness in the era of digital economy. This requires business leaders to first change their mindset, abandon the inertia of traditional thinking, embrace change, and see digitalization as a catalyst for business growth. Digital transformation is not only an upgrade of technology, but also a comprehensive upgrade of business philosophy, management mode and even cultural connotation. Enterprises need to build a digital learning culture to promote the flow and sharing of knowledge, and cultivate employees' digital literacy and lifelong learning habits, so as to build a high-quality talent team that can meet the needs of the digital era [3]. At the same time, there needs to be a consensus across the business that digital technology is important to improve business efficiency, optimize customer experience, and expand into new markets. At the same time, improve the mental model, encourage employees to step out of their comfort zone, have the courage to try new technologies and methods, and face uncertainties and challenges with an open mind. In addition, cultivating the ability to think systematically allows employees to learn to look at problems from a holistic perspective and understand how digital technologies affect every aspect of the enterprise ecosystem, which is important for formulating long-term strategies and avoiding potential risks.

3.2 Improve diversified digital cultivation mechanisms

In the wave of digital transformation, the improvement of employees' digital literacy has become the focus of attention at the enterprise, social and even national levels. Building a diversified and collaborative digital cultivation mechanism requires the active participation of the government, society, industry, universities, enterprises and individuals, and is committed to cultivating high-skilled and high-quality digital talents to meet the needs of the digital economy era. The government can introduce relevant policies to provide strong guidance and support for digital education in promoting the construction of digital cultivation mechanisms. Set up a special fund to provide financial subsidies for on-the-job education and encourage enterprises to invest in digital skills training for employees. In addition, the government can also adopt legislation to ensure that companies incorporate digital education for employees into their development strategic plans. At the same time, the government should actively promote the integration of industry and education, strengthen school-enterprise cooperation, and build a platform to promote the two-way flow of knowledge and skills, so that the theoretical teaching of colleges and universities can be closely integrated with the practical needs of enterprises, so as to improve the effectiveness of digital education [4]. Enterprises are at the core of the digital incubation mechanism, and they should include digital education for employees as part of their corporate strategy and include it in their annual financial budgets to ensure adequate funding. Set up a dedicated training department or work with external organizations to provide regular training and certification of digital skills to employees, and encourage employees to participate in online learning, seminars and workshops to improve their digital literacy. At the same time, enterprises should establish a sound employee performance evaluation system, incorporate the mastery of digital skills into the assessment criteria, and motivate employees to take the initiative to learn and continuously improve their own capabilities.

3.3 Promote the "integration of industry and technology"

"Convergence of industry and technology" requires employees to have solid data analysis skills, and they need to be able to skillfully apply these skills to specific business scenarios, so as to explore the hidden business insights behind the data and provide strong support for the operation and management of the enterprise. However, this process does not happen overnight, it involves the transformation of the organizational structure, the optimization of business processes, and the overall planning of employee development. The traditional bureaucratic organizational structure often sticks to strict departmental boundaries, which to a large extent restricts the free flow of data within the enterprise and hinders cross-departmental collaboration and innovation. In order to solve this problem, enterprises need to make bold breakthroughs and build a flat and reticulated organizational structure with the "smallest business unit" as the main body. This architecture can break down the original hierarchical barriers, promote the cross-integration between different business units, and make data a link between departments, rather than a barrier to separation. In the networked organizational network, employees

are no longer isolated individuals, but nodes connected to each other, they share information resources through frequent communication and collaboration, collide with sparks of thinking, so as to generate more ideas and insights in the analysis and application of data. At the same time, in order to achieve deep integration of data and business, enterprises must conduct in-depth analysis and optimization of their business processes, build a process system with a clear hierarchy covering all aspects of enterprise operations, and embed data analysis into each process to make it an integral part of business decision-making [5]. In addition to imparting specific skills and operations, it is more important to cultivate their deep understanding of business logic, teach them how to combine data analysis with business practices, so as to gain insight into business development trends, predict market changes, and guide corporate strategic adjustments.

4. Conclusion

In summary, cultivating employees' digital literacy is the key to the success of data empowerment, not only to teach employees how to operate software or tools, but more importantly, to cultivate their keen insight into data, understand the story behind the data, and how to use it to solve problems and create value. Customized training programs that combine online courses, workshops, and hands-on projects can help equip employees with the necessary skills and encourage cross-departmental collaboration to promote knowledge sharing and innovative thinking.

Acknowledgments

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