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KEY DIRECTIONS OF DIGITAL TRANSFORMATION OF HUMAN RESOURCE MANAGEMENT

At present, with the rapid development of information technology, all areas of enterprise management are gradually realizing digital transformation, and human resource management is no exception. The digital transformation of human resource management aims to use modern information technology, such as artificial intelligence, big data, cloud computing, and mobile Internet, to optimize traditional personnel management processes and improve management efficiency and decision-making quality. Through digital tools and platforms, enterprises can more efficiently manage core links such as talent recruitment, performance appraisal, training and development, and salary and welfare management. At this stage, most companies have realized the importance of digital transformation to human resource management, especially under the trend of remote work accelerated by global competition and the epidemic, the demand for digital transformation has become more urgent [1, p. 95]. However, many companies still face many challenges in the transformation process, such as a weak technical foundation, difficulty in data integration, and insufficient digital skills of employees. In addition, there are obvious differences in the promotion intensity and maturity of digital transformation among enterprises of different sizes and different

development stages. Some companies are still in the initial exploration stage, while some leading companies have established a complete digital human resource management system. Digital transformation is redefining the model and direction of human resource management, making it more efficient and intelligent.

Path exploration of the digital transformation of human resource management. First, optimization and integration of the talent management system. In the exploration of the path of digital transformation of human resource management, the optimization and integration of the talent management system is a very critical link [2, p. 72]. To achieve this transformation, enterprises need to start a comprehensive upgrade of the existing talent management system to ensure that it has a high degree of integration and flexibility to adapt to the ever-changing business needs. In practice, it is necessary to integrate various modules such as recruitment, training, performance management, and employee development to form a unified and seamless system [3, p. 123].

At the same time, the system must also support data sharing and cross-departmental collaboration, promote information flow, and eliminate information islands. In addition, enterprises need to pay attention to user experience, design intuitive and easy-to-use interfaces, and improve the operational efficiency of employees and HR personnel. Secondly, digital recruitment and performance management. In the exploration of the path of digital transformation of human resource management, digital recruitment and performance management are very important. Enterprises need to actively adopt digital recruitment tools, such as online recruitment platforms, social media recruitment, and artificial intelligence resume screening, to improve recruitment efficiency and candidate quality [4, p.195]. At the same time, enterprises also need to build a comprehensive digital performance management system to achieve goal setting, performance feedback, and continuously improve automated processes to

improve employees' work motivation and performance level. In addition, talent is the core competitiveness of an enterprise.

Therefore, enterprises should use big data to analyze employee performance data, identify high-potential employees and those who need support, and provide them with personalized career development plans and training opportunities [5, p. 110]. Third, intelligent training and career development path design. In the exploration of the path of digital transformation of human resource management, intelligent training and career development path design are very important links. Enterprises need to actively introduce online learning platforms and intelligent teaching systems to provide employees with personalized and adaptive learning resources and path planning to meet the diverse learning needs of employees [6, p. 150].

In summary, the digital transformation of human resource management is not only a technological change, but also an innovation and optimization of management models, and an inevitable trend in the development of enterprises. Using big data, artificial intelligence, and cloud computing technologies, enterprises can greatly improve the efficiency and accuracy of human resource management. At the same time, issues such as data security and privacy protection cannot be ignored. In the future, with the continuous advancement of digital tools, the human resource management of enterprises will develop in a more intelligent and data-driven direction, thereby enhancing the overall competitiveness of enterprises.

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