

# Exploration of Innovation in Enterprise Performance Management in the Era of Big Data

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**Abstract:** With the rapid development of IT technology and the information industry, big data has penetrated into various industries of the national economy. In terms of enterprise human resource management, the convenience of big data technology provides new ideas for the development of enterprise human resource management. It is more valuable and meaningful for enterprises to create basic data for performance management, innovate performance management methods, improve work efficiency, and build a good performance culture. Therefore, this article will combine the concepts of big data and enterprise human resource performance management, identify the problems in traditional performance management, and propose targeted innovative measures to provide decision-making reference for enterprise human resource management.

**Keywords:** The era of big data; Human resources; Performance management; innovate

## 1 Introduction

In recent years, with the rapid development of the Internet and information technology, a massive amount of data has emerged, known as "big data". In the era of big data, data has become an important resource for enterprise management innovation. These data constantly penetrate into various departments of the enterprise, bringing huge impact and impact to traditional human resource management, while also welcoming opportunities and challenges. How to utilize big data resources to make enterprise human resource management more efficient and scientific has become the focus of human resource managers' attention.

Performance management is a core component of human resource management in enterprises. To achieve sustainable development, maintaining and improving performance is something that every manager must seriously face. With the rapid development of big data technology, how to apply big data technology to provide data support, conduct performance control, and improve enterprise performance in enterprise performance management has become an important issue that rapidly developing Chinese enterprises need to urgently solve.

## 2 Analysis of the Current Situation and Problems of Enterprise Performance Management

Enterprise performance management refers to a series of cyclic processes in which managers and employees at all levels participate in the formulation of performance plans, coaching and communication of performance execution, evaluation and quantification of performance results, and improvement and improvement of performance goals in order to achieve the strategic development goals of the enterprise. Performance management runs through the entire process of enterprise management, covering the entire value chain, all departments, and all employees. It is the main means to promote organizational and personal performance improvement and plays an important role in the development of

enterprises and the achievement of strategic goals.

However, many enterprises currently face the following problems when implementing performance management:

### 2.1 The disconnection between enterprise performance management indicators and enterprise development strategy

Through research on a large number of performance management indicators in enterprises, it has been found that many managers have a unclear understanding of the essence of performance management. They only use performance evaluation indicators as a means for managers to constrain employee behavior, and the indicators are more focused on simply assessing the completion of employee workload. The failure to integrate performance management indicators with the company's development strategy has resulted in employees staying mechanically completing work tasks for a long time without realizing the connection between work and the company's strategic goals, fundamentally unable to mobilize employees' subjective enthusiasm and create more value for the company.

### 2.2 Backward performance management methods in enterprises

The traditional performance management methods include sorting method, scale method, grade evaluation method, etc., and later gradually evolved into modern target management method, key performance indicator method, etc. The drawbacks of traditional performance management methods are mainly based on subjective evaluations from individuals, lack of accuracy, inability to adjust goals based on departmental characteristics, insufficient comprehensive coverage of various processes and positions in the enterprise, and poor timeliness. With the gradual expansion of the enterprise scale and the increasing number of employees, traditional performance management methods cannot meet the requirements of enterprise management. Modern enterprise performance management methods must rely on big data and information technology to establish a flexible, comprehensive, and timely performance management system.

### 2.3 Insufficient support for performance data

In the current era of big data, there is still a problem of excessive one-sidedness in the human resource performance evaluation process of many enterprises in China. The judgments of managers at all levels of enterprises still focus on subjective feelings and ignore objective data. The fundamental reason lies in the insufficient data support for the assessment. The lack of sufficient data support in the process of enterprise performance evaluation results in the inability of enterprises to effectively improve the comprehensiveness and effectiveness of performance evaluation. In addition, under the influence of traditional human resource performance management, the judgment of employees by enterprises will only become increasingly ineffective, which is not conducive to mobilizing employees' work enthusiasm and poses serious obstacles to achieving high-performance development.

### 2.4 Inadequate processing of performance data

At present, the vast majority of managers in Chinese enterprises often pay more attention to the acquisition of corporate profits while neglecting the improvement of internal management systems. When managers make decisions, they often rely on feelings and experience, lacking scientific data support. The reason is that managers do not attach importance to it, resulting in inadequate processing of performance data in daily life. A series of innovative measures in human resource performance management cannot be effectively implemented, ultimately hindering the scientific decision-making and operation of enterprises, leading to slow development of enterprises.

### 2.5 Lack of comprehensive and high-quality talents

In the era of big data, many enterprises have launched reforms and innovations in their human resource performance management. However, due to the influence of traditional human resource performance management systems, there is still a lack of high-quality personnel in terms of information technology in personnel allocation, making it difficult for enterprises to comprehensively improve their information management level. As a result, innovation in human resource performance management in enterprises cannot be effectively implemented, often resulting in minimal or even stagnant results, seriously affecting employee development and corporate efficiency.

### 2.6 Data not applied to the complete performance management process

Enterprise performance management is not only about assessing and quantifying employees' work performance, but also includes a series of cyclic processes such as performance plan formulation, performance execution coaching and communication, performance result evaluation and quantification, performance goal improvement and improvement. All data of this important cycle process should be clearly recorded in order to achieve performance improvement and improvement. However, due to the lack of information technology and big data support, the complete performance process becomes mere formality, and many enterprises only complete the performance evaluation process and neglect other aspects.

## 3 Innovative Measures for Enterprise Performance Management in the Era of Big Data

### 3.1 Enterprise managers should establish a correct view of performance management

In the era of big data, managers should focus on the perfect integration of corporate strategy and performance indicators when conducting performance management, stimulating employees' work potential and value creation. Therefore, enterprise managers should establish a correct view of performance management. Specific measures include:

Firstly, standardize the performance management process and improve the performance management system; Through specialized learning and training, managers and employees at all levels have a clear and correct understanding of the various links and processes of performance management, while ensuring the openness, fairness, and transparency of performance management at the institutional level.

Secondly, managers should establish comprehensive and flexible performance management indicators based on the company's development strategy, which can reflect the achievement of short-term work goals by employees and encourage them to improve themselves through work and learning. They should integrate personal work goals into the company's development goals and achieve the company's long-term strategic goals.

Thirdly, enterprises should attach importance to all aspects of performance management, develop reasonable performance plans, strengthen communication with employees during the performance implementation process, coach them to solve problems during the performance execution process, conduct fair assessment and evaluation of performance results, promote employee performance improvement, and ultimately achieve higher performance goals in the next period.

### 3.2 Enterprises should accelerate the construction of big data information systems

In the era of big data, enterprise informatization is not simply stacking massive amounts of data, but analyzing the development trends and existing problems of enterprises through the integration of a large amount of data generated during the development process, in order to make scientific decisions for the future development of enterprises.

To achieve high-performance management in the era of big data, enterprises need to do a good job in building data informatization systems, establish information security construction, actively build enterprise internal networks, create a good information environment, and build big data platforms. Enterprises use various methods to popularize and train employees, and develop and use this data around the entire process of "data collection, data management, data analysis, knowledge formation, and intelligent action", Release the hidden value of more data, provide scientific data for effective decision-making by enterprise managers, and thus achieve the goal of improving enterprise performance.

### 3.3 Expand the source of performance management data

The employee information in traditional human resource performance management mainly includes employee gender, age, education, work experience, rewards and punishments, etc. These

data constitute the basic database of employees, providing basic information for the allocation of human resources in enterprises and providing primary reference for performance management. Under big data technology, the data sources of enterprise human resource performance management can be further expanded into three aspects: objective basic data of internal human resources, dynamic data of changes in enterprise human resources, and quality analysis data of enterprise human resources.

First, the objective data of internal human resources of the enterprise, including basic information such as name, gender, age, education background, experience, registered residence, home address, etc., are relatively simple to collect and convenient to process. Enterprise managers can grasp the basic information of employees in real-time, compare data over the same period, and more accurately analyze and judge the basic human resources of the enterprise.

Secondly, the dynamic data of enterprise human resources includes: recruitment timeliness rate, recruitment cycle, promotion status of core employees, core employee turnover rate, etc. If a company experiences high personnel turnover rates, especially serious core employee turnover and long recruitment cycles, it is necessary to conduct specific analysis and exploration from the perspective of human resources, identify the reasons for the decrease in attractiveness and stability of the company, and provide timely solutions. In the process of analyzing dynamic data, enterprises can consciously compare data vertically and horizontally, enabling them to gain new insights and develop in their own performance construction.

The third is the analysis of enterprise human resource quality, which mainly refers to the specific work performance data of internal employees, such as work efficiency, return on investment in human resources, employee satisfaction, and employee learning and growth. On the basis of such data, it is possible to effectively conduct in-depth mining of its potential data information in order to find intrinsic performance correlations.

### **3.4 Fully utilize big data to provide services for enterprise performance control work**

In human resource management, the fundamental role of data in performance management should be fully utilized. In management, big data collection and data analysis processing techniques should be used to effectively collect and analyze the basic data information of employees in their work. This can fully tap into the potential of employees and improve the efficiency of enterprise human resource performance management.

Before the formal formulation of the performance plan, it is necessary to effectively collect and prepare basic information of employees. The basic information of employees needs to be generated into independent information archives and stored in the information database. Based on this, individual performance indicators of employees need to be formed through the hierarchical decomposition of enterprise strategic goals.

The use of data analysis technology in the performance implementation process can improve the credibility of performance management. At the same time, using big data technology for performance management can also help employees identify the causes of problems in work, and provide effective coaching for employee performance based on this.

The quantitative aspect of performance evaluation requires

reliable data analysis in order to have an accurate and objective grasp of the actual completion of work, and to conduct a comprehensive, fair, and impartial evaluation of employee performance, further improving the quality of performance management.

Finally, accurate data support can be provided for the conduct of performance interviews through data information, as in the application of big data technology, data technology can objectively and comprehensively review and present specific situations effectively, greatly enhancing the credibility of interviews and truly helping employees improve performance.

### **3.5 Build a versatile and high-quality talent team**

In the context of the big data era, the information of job applicants has become more open and transparent, and corporate recruitment has become more convenient. Therefore, enterprises should be good at utilizing the advantages and characteristics of big data, and through systematic mining of candidate data, identify whether they are truly matching the needs of the enterprise. At the same time, applicants can also rely on the company's network data to understand its situation and determine whether the company meets their expectations. Based on this, it is beneficial for both parties to choose their own satisfactory "target" and promote the success rate and employment efficiency of both parties. In addition, enterprises can also strengthen the training of employees' professional skills and knowledge skills through their internal employee training system, in order to cultivate the high-quality composite talents that the enterprise needs. Only in this way can the overall level of the team be further improved while meeting the needs of employees' own development, promoting the long-term sustainable and healthy development of the enterprise.

### **3.6 Innovative human resource performance management evaluation system**

After the improvement of the information technology and big data capabilities of enterprises, the concept of big data office based on information technology should be deeply rooted in people's hearts. With the help of internet technology, performance management work should be simplified and internal personnel communication within the enterprise should be increased, providing richer employee relationship data. In the future, we can further analyze and predict the potential value of employees through the use of big data technology, and innovate the human resource performance evaluation system.

For example, relying on information big data technology, enterprises can develop a scientific and user-friendly human resource performance evaluation system from both quantitative and qualitative perspectives. Due to the powerful analytical and predictive capabilities of big data, enterprises can further refine performance evaluation content, such as segmenting employee service attitudes, quantifying customer satisfaction, and digitizing employee sales profit margins. Qualitatively, they can fully record changes in employee satisfaction, innovation spirit, cooperation awareness, and loyalty. These all make the evaluation system of enterprise performance management more scientific, reasonable, and efficient. Free managers from the constraints of the traditional performance management era and make development predictions and enterprise decisions more efficiently!

## 4 Conclusion

Innovative exploration of enterprise human resource performance management in the era of big data is of great significance. Through our research, we have found that enterprises should build an information-based big data platform, pay attention to the collection, storage, analysis, and integration of enterprise human resource data, and fully utilize big data to serve the entire process of enterprise performance management, including

performance planning, implementation, evaluation, application, and improvement of performance results. In this process, To comprehensively enhance the quality of enterprise managers, establish a high-quality talent team, establish a sense of innovation in the enterprise, optimize the performance management model, and ultimately improve the core competitiveness of the enterprise in the market.

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