

Analysis of the Impact of Enterprise Employees on Recruitment in Digital Transformation

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Abstract. This article investigates the impact of data-driven transformation on recruitment in multinational corporations. Firstly, the functions and applications of digitalization in recruitment were analyzed. Secondly, the SWOT model was used to analyze data-driven recruitment, including the impact of digitalization on recruitment efficiency, the effects of changes in recruitment methods on specific aspects, and the new impacts on pre job training for new employees. Finally, the impact of digital recruitment was summarized. In addition, based on the summary and analysis of existing literature, it provides reference for the latter to study the impact of digital transformation on recruitment. Through the analysis of SWOT, digital recruitment has greatly improved efficiency and data analysis capabilities, expanded the scope of talent, improved the applicant experience, and helped build the brand image of the enterprise. At the same time, it also has technological dependence and privacy issues. While enjoying the advantages brought by digital recruitment, enterprises also need to take measures to deal with the threats and disadvantages it brings. They also need to seize the opportunities brought by global recruitment to achieve the optimal method for digital recruitment. Digitization has had various impacts on recruitment methods, from candidate screening to recruitment processes, improving the efficiency of digital recruitment, reducing costs, and qualitatively enhancing the experience and recruitment quality of applicants.

Keywords: Digital transformation and human resources; Recruitment for multinational corporations; Enterprise digital recruitment.

1. Introduction

Since 2016, human society has gradually entered the era of digital transformation, and the application of digitalization by humans has been continuously expanded, which has improved the digital application of various industries and attracted more enterprises to digitize. Many digital consultants have appeared in recruitment software, with the aim of enabling enterprises to launch the most useful digital information systems with the least capital and time costs. For example, Mercer (China) Co., Ltd. has improved efficiency by designing human resource delivery models, providing digital and data-driven employee experiences, and implementing and communicating a common future vision. Therefore, digital transformation has become the main trend for the development of most enterprises.

In Yu Shanshan's research on the countermeasures for digital transformation of enterprise human resource management in the era of big data, multidimensional studies were conducted on the countermeasures for digital transformation of enterprise human resource management in the era of big data. The author pointed out that enterprises should keep up with the pace of the times, truly achieve informatization and digitization, and promote the sustainable and healthy development of enterprises. Therefore, enterprise human resource management should undergo a comprehensive transformation, update management concepts, fully utilize digital technology and resources, and do a good job in human resource management. In the era of digital industrialization and industrial digitization, continuous innovation and active transformation should be carried out to win a brighter future [1].

Cui Lu pointed out in several studies on the digital transformation of human resources in modern enterprises that in the process of digital transformation of human resources in modern enterprises, enterprises need to transform their human resources thinking mode, create a digital enterprise human



resources management culture, change the organizational framework and structure of traditional human resources management, attach importance to team collaboration, create a digital workplace for employees, and at the same time, build a digital work interface to provide comprehensive digital technology services [2].

After extensive literature collection and organization, existing research results indicate that digital transformation of enterprises is imperative. Therefore, this article will discuss the impact of digital transformation on employee recruitment. Although there has been extensive research on the impact of digital applications of human resources in enterprises, there is little analysis of the impact of digital transformation on employee recruitment in multinational corporations. Currently, there are 80000 multinational companies worldwide, which not only reflect the development and changes of the global economy, but also play a crucial role in the world's economic development. The research topic is the analysis of the impact of digital recruitment on employees in enterprises. The research method of this article is as follows: literature review method. Firstly, a search was conducted on the recruitment of multinational enterprises, data-driven transformation, and human resource management in the China National Knowledge Infrastructure database. Multinational enterprise recruitment was the term and keyword used in this article's literature search, and approximately 15 articles were selected. Secondly, the impact of digital information recruitment efficiency on the data was analyzed. The research objective is to analyze the problems that arise in digital recruitment based on existing research and practice.

2. The Functions and Applications of Digital Recruitment for Multinational Enterprises

2.1. Automated Screening and Matching

Resume screening, using digital tools to scan and screen resumes, involves analyzing keywords, work experience, educational background, and other information in the resume. The system can quickly screen out candidates who meet the requirements and recommend them to recruiters. Helping recruiter's screen out qualified candidates greatly saves recruitment time, improves recruitment efficiency, and reduces the workload of recruiters. Big data can match the job requirements of corresponding enterprises and hired personnel with high similarity, greatly improving the opportunities for mutual contact, making recruitment more accurate and efficient. For example, in terms of job matching analysis, the use of digital assessment with skills and the integration of digital intelligence machines can extract skill keywords such as job seekers' resumes and work statements to provide talent assessment tools for job matching, helping companies accurately evaluate candidates' suitability and greatly accelerate the recruitment process. Digital assessment of skills is a comprehensive and objective evaluation of employees' skills using online learning platforms and skill certification institutions. This evaluation method can help companies understand the skill level and potential of employees, and accurately identify the gaps and shortcomings they have in their career development [3].

2.2. Recruitment Platform and System

Recruiters can utilize online recruitment platforms such as LinkedIn, Indeed, and other multinational platforms to greatly expand the dissemination of recruitment information, allowing companies to reach out to more potential hires and provide more opportunities. Platforms can connect companies and employees across geographical and temporal limitations. At the same time, online interviews can be used to determine whether the quality of the hired personnel meets the requirements. Accepting more cross-cultural talents saves travel time and the limitations of meeting both parties, better helping companies improve recruitment efficiency and adapt to the global distribution of multinational employees. At the same time, employees also have more opportunities to interact with different companies and positions, with more choices and rights, and comparability is greatly improved compared to offline job search efficiency. Meanwhile, automated processes can also enhance the fairness and transparency of recruitment, ensuring that every candidate receives a fair opportunity.

Enterprises can also use big data to analyze employees' turnover tendencies and take targeted measures to retain them, thereby reducing various costs incurred due to re recruitment [4].

The integration of Human Resource Management System (HRMS) helps enterprises improve overall efficiency, providing a visual recruitment management interface that allows recruiters to real-time understand recruitment progress, candidate information, interview arrangements, and other information, reducing the company's labor costs. Multinational corporations face significant challenges in personnel recruitment management. By automating processes, companies can greatly improve recruitment efficiency, reduce manual intervention, and avoid human errors. The system can automatically adjust human resource planning schemes based on the strategic goals and business development of the enterprise, ensuring the rational allocation and efficient utilization of human resources in the enterprise [5].

2.3. Data Analysis and Reporting

Recruitment data analysis: For example, Korui International and Puyuan platform. Enterprises can evaluate the effectiveness of recruitment channels, the number and quality of candidates, the sources of candidates, recruitment cycles, etc., in order to optimize recruitment strategies. At the same time, data analysis can also help companies predict talent demand, develop recruitment plans, and improve the forward-looking and strategic nature of recruitment. Automated tools can generate recruitment progress reports and analysis reports, helping recruitment teams adjust their strategies in a timely manner and adapt to the rapidly changing talent needs of enterprises.

3. The Impact of Digital Recruitment

3.1. Strengths

3.1.1. Talent Diversity

Multinational corporations can recruit talents globally through various means, such as but not limited to exams, interviews, and talent selection, to obtain candidates with different family backgrounds, social relationships, and various skills. This can ensure diversity and innovation capabilities within the multinational corporation team. It can also refine talent recruitment plans based on job requirements, use data-driven platforms and digital technologies to carry out recruitment work on a large scale, continuously improve the professional quality and work ability of recruited talents, and achieve "job matching" [6].

3.1.2. Attracting Talents

Digital transformation requires highly educated and skilled individuals, as well as data scientists, engineers, and computer experts with strong character and stable skill output. Enterprises should strengthen cooperation with universities and vocational institutions, understand the talent supply situation, and identify outstanding talents in advance. At the same time, cooperation between enterprises and universities and vocational institutions can also enhance the company's visibility and influence, attract more attention and job applications from outstanding talents [7]. Multinational corporations can provide stable living guarantees for top talents, allowing them to focus on their work and the company will solve their living problems within its capabilities. Moreover, multinational corporations have reasonable salary systems, with a large ratio between the highest and lowest salaries within the same job series. There is ample room for development within the company, and learning opportunities can be provided to prevent them from falling behind in this rapidly changing society. In addition to the benefits of statutory holidays, there are various subsidies available to attract top talents.

3.1.3. Strengthen the Corporate Brand Image

Data transformation refers to the use of emerging technologies and digital technologies to change the operational methods and business models of organizations. It is not only an operational mode, but

also a strategic transformation. Digital transformation can enable multinational enterprises to strengthen innovation and modernization, and enhance brand image. Through digital technology, enterprises can create more convenient and efficient products, enhance their brand image, improve their ability for sustainable development, strengthen their sense of social responsibility, and have a positive impact on the brand reputation of some enterprises. In practical operation, enterprises can strengthen the technical training of internal employees by establishing a sound digital transformation strategy, so that they have the corresponding technology to support the digitalization process, ensure data security, and actively respond to the company's responsibilities and obligations in society, thereby enhancing brand image and reputation. Enhancing brand image can improve recruitment efficiency. A good reputation of a company will attract more outstanding talents to apply for and join the company. Clear brand values and corporate culture attract candidates who match the culture, so that the company will receive a large number of high-quality applications, thereby shortening screening time, reducing interview rounds, and improving recruitment efficiency. Improve the quality and response rate of recruitment. It can also reduce the time and cost required for recruitment. The effectiveness of recruitment is manifested as: the enterprise spends the lowest possible manpower and time costs, optimizes job settings, recruits employees who are most suitable for the development of the enterprise, and achieves a win-win situation for both the enterprise and employees [8]. Enterprises with a good brand image have higher visibility on social media, which can attract more job seekers to apply. A good brand image can enhance employee satisfaction and loyalty. Employees with high satisfaction can recommend excellent candidates, which can reduce the recruitment process and improve efficiency. Employees with high satisfaction will have more pride and motivation towards the company, thus enabling them to complete their work more efficiently. Due to the influence of brand image, companies can reduce their expenditure on recruitment advertisements, as the brand's visibility can already attract a large number of applicants. In the modern recruitment industry, active recruitment marketing has become an important means for enterprises to enhance brand awareness and attract more outstanding talents [9]. Thus reducing reliance on recruitment agencies and lowering costs. An excellent brand image can not only attract more high-quality talents, but also shorten the recruitment cycle and reduce recruitment costs. The recruitment response rate has improved. The process of enhancing brand image is helpful for recruitment and can also strengthen the company's market competitiveness.

3.2. Weaknesses

3.2.1. High Cost and Management Difficulty of Talent Recruitment

The cost of cross-border recruitment is relatively high, with general expenses reflected in advertising and salaries for major recruitment platforms and teams, interview evaluations, background checks and certifications, as well as major expenses for employee relocation and training. In the management of multinational corporations, local people still face management challenges, requiring greater understanding and tolerance towards employees from other regions in terms of language communication and cultural differences. The management mode of a team is difficult to establish stable systems, which may affect the efficiency of the enterprise's operations, and may also lead to significant conflicts among departments, affecting the long-term development of the enterprise.

3.2.2. Complex Training for Employees

Training employees from different regions and countries may result in language expression errors and cultural barriers. If the trainees cannot understand the training content well, it will affect the overall effectiveness of the project in the future. In addition, training multinational employees also requires coordinating resources from different regions to develop effective management mechanisms to ensure that training can proceed smoothly as planned. And training multinational employees also needs to take into account local laws and regulations, which may have an impact on the development and implementation of training plans due to differences in laws and regulations in each country. Therefore, when developing training plans, it is important to carefully consider laws and regulations

to avoid any potential issues. The market is constantly changing, and it is necessary to adjust teaching methods that are in line with it in a timely manner to improve training effectiveness.

3.3. Opportunities

3.3.1. Improving Technology

Choosing talents with digital technology and experience during recruitment can improve the efficiency of enterprise digital transformation and utilize the latest technology to enhance business capabilities. Digital transformation can effectively improve the efficiency and productivity of tasks in multinational enterprises through automation and optimization of business processes. ERP is an abbreviation for Enterprise Resource Planning, defined as a management software system that helps businesses integrate and manage various aspects of business processes and functions. Therefore, ERP can systematically track and manage business processes in real-time, reduce manual errors, and greatly improve decision-making efficiency.

3.3.2. Expanding the Market

The digital transformation of each department can help enterprises innovate and adapt to new markets better. Therefore, each department can recruit relevant talents, provide innovative marketing solutions for enterprises, improve competitiveness and innovation capabilities, attract more customers, and help enterprises effectively expand their markets.

3.3.3. Obtain More Resources

On the basis of a global recruitment platform, establishing a large-scale multi industry network and seeking cooperation opportunities can help to access more business resources, obtain business opportunities and scarce resources.

3.4. Threats

3.4.1. Talent Shortage

The introduction of a digital talent training system fundamentally provides development capabilities for enterprises, but currently there is a shortage of talent in the digital industry compared to other industries, and the rapid development of the digital industry has led to talent shortages. The main reason for the current shortage of this type of talent is the influence of traditional career concepts. Most people still choose to develop their careers in industries that they have been deeply cultivating for a long time. Therefore, the slow development speed and small number of digital talents will affect the recruitment indicators of recruitment opportunities.

3.4.2. Competitive Pressure

Multinational corporations face more recruitment pressure than some local companies, and cultural differences and language barriers are the main reasons for recruitment difficulties for multinational corporations. In the recruitment process, multinational corporations often face candidates from all over the world, which is a challenge for multinational corporations. Recruiters need to understand the candidate's culture and language in order to better communicate and identify talent needs for the company. Therefore, the requirements for recruiters are to have data analysis skills, communication skills, and respect for the candidate's culture. However, local companies do not face such difficulties and are mostly composed of people from the same cultural background, which creates significant competitive pressure for multinational corporations. During the process of enterprise transformation, traditional forms such as offline job advertisements and campus recruitment have shifted to online digital recruitment applications, such as Zhi Lian Recruitment and Boss Direct Recruitment. BOSS Direct Recruitment has taken a different approach, seizing the trend of mobile popularity and the emergence of small and medium-sized enterprises, and pioneered the MDD (Mobile+Data+Recruit) network direct recruitment model, which is a platform that provides instant direct connection for both parties in recruitment activities [10]. The sharing of information between enterprises and employees

through mobile platforms greatly improves the recruitment efficiency of enterprises. Not only are both parties no longer restricted in terms of time and space, but the enterprise side can also have access to more employees, providing more and better opportunities for contact. Taking the recruitment platform "Zhi Lian Recruitment" as an example, after entering the platform to authenticate the identity of the enterprise, the required recruitment positions will be posted. After explaining the basic information of the recruitment positions, the platform will recommend candidates who match each position, including whether their age and education meet the requirements of the position. At the same time, the platform will intelligently screen out candidates with better conditions.

Using a visual recruitment management system and interface can help companies manage recruitment progress, candidate resumes, interview arrangements, and more efficiently. Video interviews can also be conducted during the interview, breaking the limitations of time and location. To a certain extent, this greatly reduces the time and workload required for recruitment, thereby improving the efficiency of recruitment.

In this system, the Zhi Lian Recruitment Platform will display the employment progress and candidate resumes of each candidate through authorization during the conversation between both parties. At the same time, after recruiting a certain number of personnel on the enterprise side, the platform will provide data analysis and reports to further determine the talent demand direction and personnel management suggestions of the enterprise through big data calculations.

4. Conclusion

Digital transformation has certain limitations on the recruitment of enterprises. Firstly, companies have high requirements for electronic technology skills and data analysis, so they recruit candidates with this ability. Finally, the recruitment process will become more reliant on digital tools and platforms, such as online recruitment systems and artificial intelligence screening tools. This transformation has popularized the promotion of remote work and flexible work, thereby making recruitment geographically and time limited. This article fills the gap in the impact of digital recruitment in enterprises, helping companies determine what kind of talent they need to recruit in the future and how to improve the subsequent use of digital recruitment. Due to the subjective and inexperienced use of qualitative methods in this article, as well as the subjectivity of data and the diversity of interpretations, the reliability of the final study may be affected. Virtual reality (VR) interviews in future digital recruitment can provide applicants with a more immersive interview experience. In the future, people should focus on solving the negative impact of digital transformation on recruitment, seize the opportunities brought by digital recruitment, and identify the specific aspects of the relationship network that the changes in recruitment models have brought to enterprises. This study explores in depth the impact of digital transformation on multinational corporations. Digital transformation enhances the diversity of talent, attracts a wider range of talents, and strengthens the brand image of enterprises. It significantly improves the efficiency of enterprise recruitment and management personnel, which is conducive to further optimizing the recruitment system management and reducing unnecessary costs for the enterprise. However, this study still has objective limitations, including but not limited to issues such as candidate information security, limitations in the level of digital recruitment talent, algorithmic discrimination risks, discrimination risks in automated recruitment decision-making, and problems encountered in the process of digital implementation. At present, research still cannot avoid the impact of the objective limitations mentioned above. In the future, the research should focus on solving the negative impact of digital transformation on recruitment, seize the opportunities brought by digital recruitment, and identify the specific aspects of the relationship network that the changes in recruitment models have brought to enterprises.

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