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Research on the Platformization Strategy of Enterprise Human Resource Management in the Context of New-Quality Productive Forces

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Abstract: The development of enterprise human resource management platforms is a key approach for enterprises to accelerate the deep transformation and upgrading of industries, while also seizing new opportunities for economic development, improving collaborative efficiency, and enhancing industrial competitiveness. The organic integration of new quality productivity with the development of enterprise human resource management platforms creates a mutually influential and mutually reinforcing relationship, becoming a form of high-quality development in the wave of new quality productivity. Based on the connotations of human resource management platformization and new quality productivity, this paper explores the development trends of enterprise human resource management platformization, identifies the opportunities for such platformization, analyzes the challenges it faces in the context of new quality productivity, and proposes pathways for the platformization of enterprise human resource management, providing a reference for industry enterprises in their development of human resource management platforms.

1. Introduction

The Third Plenary Session of the Twentieth Central Committee of the Communist Party of China emphasized the need to 'improve the system and mechanisms for the development of new quality productivity in accordance with local conditions,' and proposed that, in line with this requirement, it is essential to facilitate a smooth and beneficial cycle among education, science and technology, and talent. Additionally, it calls for the improvement and optimization of mechanisms for talent cultivation, introduction, utilization, and reasonable mobility. In the digital economy era, platform-based organizations, leveraging their intelligent and interconnected digital technologies and flexible organizational structures, break through organizational boundaries, thereby enhancing the core competitiveness of enterprises [1]. Scientific revolution and technological innovation are the driving forces behind new quality productivity [2], while talent is the foundation of innovation [3]. In conclusion, talent occupies a central role in the development of new quality productivity, and the high-quality talent services for this purpose provide a clear path and fundamental principles for supporting the development of new quality productivity.

Existing research on the platformization of enterprise human resource management primarily analyzes it through the dimensions of digital transformation [4], employee change [5], and blockchain technology [6], with limited discussion on specialized research in the context of new quality productivity. Building on this, this paper attempts to integrate the platformization of enterprise human resource management with new quality productivity, offering a new perspective on the development of human resource management platformization in enterprises, and exploring the opportunities, challenges, and pathways for its development in the context of new quality productivity.

2. Literature review

2.1 The connotation of new quality productivity

New quality productivity represents a leap in productivity, where 'new' refers to the composition of new elements and new economic performance. On the one hand, this new productivity encompasses new laborers, new means of production, and new labor objects. New laborers are highly skilled workers capable of utilizing new technologies; new means of production refer to intelligent production equipment compatible with these technologies; and new labor objects are modern production tools equipped with advanced technologies. On the other hand, new quality productivity relies on digital technologies to provide diversified services, new industries, and new business models [7]. The 'quality' in new quality productivity signifies the use of digital technologies to achieve development characterized by high efficiency and low energy consumption, thereby creating a new level of quality and new forms of productivity. Given the current trends in technological and industrial transformations, the most disruptive and influential factors are digital technologies and low-carbon technologies, which give the new quality productivity of this stage its distinctive features of digitalization and sustainability [8].

The most significant distinction between the new quality of productivity and traditional productivity lies in the fact that the new quality of productivity is primarily driven by scientific and technological innovation. It marks a departure from traditional modes of economic growth and the development path of productivity, characterized by high-tech, high-efficiency, and high-quality features as an advanced state of productivity [9]. It emphasizes revolutionary breakthroughs in technology, innovative configurations of production factors, and deep industrial transformation and upgrading, representing the concrete manifestation of productivity modernization — a new, higher level of modern productivity. In comparison to traditional productivity, the new quality of productivity exhibits the following notable differences:

2.1.1 Technology-driven

The most significant distinction of new quality productivity is that it is primarily driven by scientific and technological innovation [10]. This encompasses technological innovation, research and development, and application, which endows new quality productivity with a distinct advantage in high-tech sectors. In contrast, traditional productivity primarily depends on conventional technologies and production methods, with relatively low technological content.

2.1.2 Production Efficiency

The introduction of new technologies, equipment, and processes within new quality productivity enables a significant improvement in production efficiency and a reduction in production costs [11]. Digital empowerment not only optimizes production and management processes, enhancing the efficiency of production and business activities, but also fosters greater collaboration among

individuals. Through digital tools such as online collaboration, individuals can cooperate more conveniently and efficiently, thereby further enhancing collaborative efficiency. This digitally empowered collaboration transcends traditional time and spatial limitations, making teamwork more flexible and effective. In contrast, traditional productivity may face limitations due to technological bottlenecks and process constraints, making it difficult to achieve large-scale improvements in productivity.

2.1.3 Innovation Capability

New quality productivity is driven by innovation as its core force. The essence of this innovation-driven approach is based on intangible innovation productivity, which includes key elements such as intellectual capacity, computational power, algorithms, and data. These elements enable a leap and breakthrough in productivity through innovation [12]. This innovation capability encompasses not only technological innovation but also management innovation, organizational innovation, and other areas. In contrast, traditional productivity may have more limited innovation capacity, making it challenging to adapt to rapidly changing market demands and technological advancements.

2.1.4 Organizational Forms

New quality productivity typically exhibits more flexible and efficient organizational forms, such as flat management and networked collaboration. These organizational structures are better suited to adapt to rapidly changing market environments and technological trends. New quality productivity empowers organizational management through digital means, which involves four key pathways: digitalization, networking, intelligence, and wisdom [10].

The core of digitalization is the transformation of each link in the industrial chain into a digital form, thereby providing foundational data for the enterprise's digital space. Networking involves connecting various devices and systems through this data to facilitate data interaction and sharing. Intelligence further enables communication between humans and machines, allowing systems to respond and regulate autonomously, thereby reducing the need for human intervention. Wisdom, based on human insight, entails the in-depth analysis of data to optimize the operation of the entire system. These four stages are progressive and collectively drive the organization toward greater efficiency and intelligence. In contrast, the organizational forms of traditional productivity are often more rigid, making it difficult for them to adapt to new market demands and technological trends.

2.2 Concept of HRM Platformization

The concept of platform-based organizations was first introduced by Ciborra in 2009, advocating for the creation of an open, flexible, and interconnected platform designed to transcend the limitations of traditional organizations. This platform aims to accurately capture and respond flexibly to increasingly diverse and rapidly changing market demands [13]. In the digital economy era, platforms have become an indispensable organizational form for enterprises, and platformization represents a crucial means for businesses to actively embrace the digital economy and drive transformation. This transformation not only reflects a company's keen insight into market trends, but also demonstrates its firm commitment to enhancing operational efficiency and fostering innovation and development [14]. This organizational model breaks traditional boundaries, strengthens both internal and external connectivity, and facilitates the effective utilization of resources.

In the field of human resource management, the concept of platformization has been introduced and developed into a distinctive management model. The primary objective of this model is to

facilitate information sharing, resource integration, and business synergy in order to enhance the efficiency and quality of human resource management within enterprises. This model blurs the boundaries of traditional organizations, promotes the sharing and flow of resources, and adopts a networked management approach to better maintain relationships with loosely connected employees and partners, thereby enhancing the organization's innovation capacity, adaptability, and competitiveness [15].

It actively seeks technology outsourcing, R&D outsourcing, and the involvement of external think tanks, which strengthens knowledge transfer and interactive learning among alliance partners. As a result, it expands the organization's knowledge boundaries, stimulates the emergence of complementary expertise, and fosters the collision and interaction of heterogeneous knowledge. This enables organizations to respond more flexibly to market changes, acquire and utilize external resources more efficiently, and absorb and apply new knowledge on a broader scale, ultimately driving continuous development and innovation within the organization [16].

HRM platformization fosters cross-disciplinary integration and collaborative innovation by creating an open innovation ecosystem. Within this ecosystem, HR managers are empowered to transcend traditional boundaries, fully leverage network platforms and digital technologies, and achieve real-time information sharing and optimal resource allocation.

2.3 The Relationship Between New Productive Forces and HRM Platformization

The development of new quality productivity is a key driving force in promoting economic and social progress, while technological innovation serves as the core engine for advancing this development. In this process, human resource management plays a critical role, as it directly influences whether technological innovation can effectively stimulate the innovative vitality and potential of various talents [17]. There exists an inseparable relationship between new quality productivity and human resource management. The enhancement of new quality productivity requires technological innovation as a support system, while the advancement of technological innovation depends on the active participation and creativity of diverse talents. Human resource management acts as the bridge between these two, providing continuous talent support for technological innovation through strategic talent recruitment, development, utilization, and motivation.

At the same time, the platform-based development of human resource management is closely linked to the promotion of new quality productivity. Driven by the advancement of new quality productive forces, the platformization of human resource management has increasingly underscored its significance and demonstrated distinctive characteristics. This platform-oriented approach integrates elements such as flexibility, adaptability, digitalization, and intelligence, breaking the boundaries of traditional organizational structures and fostering cross-sector collaboration and resource sharing. It fully leverages digital technologies and artificial intelligence to achieve the digitization and intelligence of talent management, enhancing management efficiency and providing organizations with precise talent management solutions. Moreover, platform-based human resource management places greater emphasis on the holistic development and personal growth of employees, stimulating their innovative potential and creativity through personalized training programs and career development paths, thereby positioning them as the driving force behind the development of new quality productivity. Additionally, it is data-driven, offering robust support for organizational decision-making and enabling enterprises to more accurately assess talent performance and formulate effective talent management strategies. Consequently, the platform-based development of human resource management not only aligns with the developmental needs of new quality productivity but also delivers a more efficient, accurate, and

human-centered management experience for organizations.

3. Opportunities for the Platform-based Development of Human Resource Management in the Context of New Quality Productivity

3.1 High-quality economic development

At present, China is facing new challenges and opportunities, and without a solid material foundation, it will not be possible to fully build a modernized socialist powerhouse. Since 2025, the Communist Party of China (CPC) has guided China's economy toward sustained and stable recovery, while pursuing steady progress. Preliminary data released by the National Bureau of Statistics (NBS) show that, in the first quarter of 2025, the Gross Domestic Product (GDP) grew by 5.4% year-on-year at constant prices, and increased by 1.2% compared to the previous quarter; the national urban survey unemployment rate averaged 5.3% during January and February 2025; the Consumer Price Index (CPI) for the entire year of 2024 rose by 0.2% year-on-year; and in the first quarter of 2025, the national per capita disposable income reached 12,179 yuan, a nominal increase of 5.5% year-on-year, with a real increase of 5.6% after adjusting for price factors. A report released by the World Intellectual Property Organization (WIPO) shows that China's ranking in the Global Innovation Index has continued to rise, and new momentum has become an important engine driving high-quality development.

The long-term positive trend of China's economy remains unchanged, and the factors driving high-quality economic development continue to increase. China's current economic growth momentum, strong resilience, vitality of high-quality development, the continued dividends from reform and opening up, and the ample space for macroeconomic policy are all laying a solid foundation for high-quality economic development. High-quality economic development emphasizes innovation-driven, quality-oriented, and green development, which shifts the demand for talent in enterprises from traditional labor forces to a greater focus on talent in scientific and technological innovation, management innovation, green development, and other areas. The platformization of human resource management (HRM) can help enterprises better realize comprehensive talent management, offering all-encompassing support and services—from recruitment, training, and performance appraisal to welfare management—thus fostering talent growth and development, enhancing organizational flexibility and adaptability, and promoting enterprise innovation and development. Therefore, the platformization of human resource management will contribute to the high-quality development of the economy.

3.2 The Intrinsic Demand for New-Quality Productivity

The development of new quality productivity is both an inherent requirement and a key focus for promoting high-quality development. At the same time, new quality productivity represents an advanced state of productivity in which innovation plays a leading role, with scientific and technological innovation as the core element [18]. Scientific and technological innovation can drive changes in productivity, leading to the emergence of new technologies and products. The Party and the state place great emphasis on the development of science and technology, issuing relevant documents and guidelines to support the advancement of new technologies, thereby facilitating the transformation and upgrading of traditional industries and creating favorable opportunities for new quality productivity [19].

With the acceleration of technological innovation and the promotion of high-quality development, new-quality productivity not only demands innovation in technology and products but also presents new challenges and opportunities for internal operations and management, particularly

in human resource management.

Firstly, the development of new-quality productivity requires enterprises to adopt more efficient and flexible human resource management practices. The traditional model of human resource management, which relies on paper-based records and manual operations, is no longer sufficient to meet the rapidly changing market demands and business developments. Therefore, enterprises must establish a human resource management platform that enables the digitalization and automation of employee information, as well as the online and intelligent management of HR processes such as recruitment, training, and performance.

Secondly, the development of new-quality productivity calls for the cultivation of talent with innovative capabilities and cross-disciplinary thinking. As such, enterprises must not only focus on employees' skills and experience but also on their potential for innovation. By implementing a human resource management platform, companies can more effectively collect and analyze employee data, identify their potential and strengths, and offer tailored training and development opportunities.

Furthermore, the advancement of new-quality productivity necessitates the establishment of more flexible and efficient organizational structures and teamwork methods. Platformization of human resource management can facilitate cross-departmental and cross-geographical collaboration and project management through online tools and project management software, thereby enhancing the organization's flexibility and responsiveness.Therefore, enterprises can leverage the development of new-quality productivity, harness the digital economy to continuously improve technological capabilities, and ultimately realize the platformization of human resource management.

4. Challenges in the Development of Human Resource Management Platforms in the Context of New-Quality Productivity

4.1 Talent and Skill Gap

With the rapid advancement of science and technology and the profound transformation and upgrading of industries, enterprises are undergoing unprecedented changes. These transformations have not only reshaped the competitive landscape of the market but have also raised more stringent requirements for how enterprises recruit and select talent. In the past, the skill requirements for many positions were relatively stable, allowing enterprises to find suitable talent through traditional recruitment methods. However, in the current environment, such traditional methods can no longer meet the evolving needs of enterprises.

First, the rapid advancement of technology has led to significant shifts in the skill requirements of many traditional positions. With the widespread adoption of emerging technologies such as artificial intelligence, big data, and cloud computing, numerous traditional roles are being gradually replaced by automation and intelligence. Concurrently, these technologies have generated a large number of new positions within companies, such as data analysts and artificial intelligence engineers. These emerging roles require expertise and experience that differ significantly from the past, prompting companies to seek individuals with new technological skills, knowledge, and capabilities to fill these positions.

Second, a key challenge companies face in recruiting and selecting talent is how to attract and retain individuals with these new technological proficiencies. These individuals are often scarce in the labor market, and they come with high salary expectations and career development demands. To attract such talent, companies must develop innovative recruitment strategies, including offering competitive compensation packages, fostering a positive corporate culture and working environment, and providing ample opportunities for career advancement. Additionally, companies

need to enhance collaboration with universities and research institutions to jointly cultivate talent with the necessary new skills, knowledge, and capabilities, ensuring a continuous pipeline of high-quality candidates.

Furthermore, in the recruitment and selection process, companies must emphasize the overall quality and potential of candidates. Given the ongoing evolution of technology and the rapid pace of market change, organizations require individuals who are adaptable, innovative, and capable of continuous learning. As such, when recruiting and selecting talent, companies must carefully assess a candidate's skills, experience, overall qualities, and potential to ensure that selected individuals can contribute long-term value to the organization.

4.2 Challenges in Technology Update and Integration

With the rise of new forms of productive forces, emerging technologies such as big data, artificial intelligence, and cloud computing have become key drivers of the transformation of human resource management (HRM) towards a platform-based model. These technologies not only bring unprecedented efficiency and possibilities to HRM but also present a series of challenges related to integration and updates.

First, the challenge of technology integration lies in how to seamlessly incorporate these emerging technologies into existing HRM platforms and ensure their stable operation. Big data provides an abundance of employee information and market data, but effectively collecting, organizing, analyzing, and utilizing this data requires HRM platforms to have robust data processing capabilities. Meanwhile, cloud computing technology offers powerful infrastructure for data storage and computation; however, ensuring the secure and stable operation of this data in the cloud is also a critical consideration in technology integration.

Secondly, the application of artificial intelligence technology introduces the potential for intelligence and automation in human resource management platforms. However, integrating AI technology is no simple task. HRM platforms need to determine which processes can be automated by AI, how to train AI models to accurately identify and address complex HRM issues, and how to ensure the fairness and accuracy of AI decisions. Additionally, as AI technology continues to advance, keeping the HRM platform's AI capabilities in sync with the latest market developments is a key concern in technology integration.

Beyond the challenge of technology integration, the constant evolution of technology also presents a challenge for HRM platforms in terms of their ability to update. As new technologies continuously emerge, HRM platforms must consistently update their technical architecture and functionalities to remain adaptable to rapid market changes. This requires HRM platforms to possess strong technology updating capabilities, including the ability to respond swiftly to market demands, continuously engage in technology research and development, and ensure that the update process does not disrupt the platform's normal operation.

4.3 The digital infrastructure requires further improvement

The improvement of platform-based infrastructure for human resource management is an ongoing and crucial process, especially in the context of emerging technologies such as big data, artificial intelligence, and cloud computing. These technologies present unprecedented opportunities for human resource management, but they also impose higher demands on the platform's infrastructure. Therefore, the development of HRM platformization is inseparable from the support of digital technologies.

However, the construction of digital infrastructure faces significant cost and time pressures. First, the cost pressure mainly manifests in development and operational expenses. Developing digital

infrastructure requires customized design tailored to the enterprise's stage of growth. Many small and medium-sized enterprises, however, cannot afford the development costs and therefore refrain from undertaking this step. Furthermore, once digital infrastructure is established, the capital costs associated with platform system monitoring, data storage, and operational talent are considerable. For instance, in terms of data storage, there are two main methods: cloud storage for data archiving, and local storage through downloading. Both methods involve significant expenses, making them costly. As a result, many companies prefer to use traditional human resource management methods rather than invest in digital infrastructure. Alternatively, even when digital infrastructure is built, high additional costs, such as those related to data storage, may lead to infrequent use of the facilities.

Secondly, time pressure refers to the long period required to build, adjust, and adapt digital infrastructure to the organization's evolving needs. Moreover, the trial phase of the infrastructure is continuously refined in parallel with the organization's development, and the debugging process can be lengthy. Additionally, after construction is completed, ongoing upgrades to the digital infrastructure are necessary to keep pace with technological advancements. These factors result in a long cycle from the construction of human resource management digital infrastructure to its completion and eventual use, delaying the time required to see tangible benefits. As a consequence, some enterprises are reluctant to invest in improving digital infrastructure.

5. The Construction of Human Resource Management Platformization Strategy for Enterprises in the Context of New Quality Productivity

5.1 Talent Development and Recruitment

In the context of new quality productivity, talent has become a core factor in driving enterprise innovation and enhancing competitiveness. Enterprises can establish collaborations with universities and research institutions to jointly conduct technological research and development as well as talent cultivation programs, aiming to develop 'digital+' multidisciplinary talents. Additionally, enterprises can set up dedicated training institutions to offer both short-term and long-term courses, enhancing the digital competencies of internal employees to meet the demand for technical talents. Through the design and establishment of human resource platforms, enterprises can attract top-tier talent from external sources and offer certain preferential policies.

5.2 Leading Technological Innovation

5.2.1 Technological Innovation Driving the Transformation of Human Resource Management Platforms

Enterprises should actively adopt advanced technologies such as cloud computing, big data, and artificial intelligence to establish an efficient and intelligent human resource management platform. Through this platform, enterprises can achieve centralized management, rapid analysis, and precise decision-making of human resource data, thereby enhancing the efficiency and accuracy of human resource management. Leveraging technological innovation, enterprises can digitize and intelligently transform all aspects of human resource management. For instance, by utilizing big data technologies to analyze and forecast employees' performance, capabilities, and potential, enterprises can develop more precise talent selection and development strategies. Additionally, artificial intelligence can be applied to automate recruitment, calculate salaries intelligently, and perform other functions, thereby reducing the workload of the human resources department.

5.2.2 Driving Innovation in Human Resource Management Models through Technological Innovation

In the context of new qualitative productivity, enterprises can introduce flexible employment models through technological innovation, tailored to business needs and employee capabilities. For instance, by utilizing a platform-based human resource management system, a comprehensive analysis of employees' skills, experience, and interests can be conducted to match them with the most suitable roles and projects, thereby maximizing their individual strengths and enhancing the operational efficiency of the organization. Through technological innovation, companies can establish a self-management platform for employees, enabling them to actively engage in their own career planning, performance management, and professional development. This autonomous management model fosters employee motivation and creativity, leading to increased employee satisfaction and loyalty.

5.2.3 Enhancing the Strategic Value of Human Resource Management through Technological Innovation

Through technological innovation, enterprises can collect and analyze human resource data in real-time, providing robust support for strategic decision-making. For instance, by analyzing data such as employee performance and turnover rates, enterprises can promptly adjust human resource management strategies, optimize recruitment, training, and incentive mechanisms, thus improving overall operational efficiency and competitiveness. Leveraging technological innovation, enterprises can establish close talent partnerships with other companies, universities, research institutions, and other entities, collectively building an open and collaborative talent ecosystem. Through this ecosystem, enterprises can access additional talent resources and innovation opportunities, driving sustainable development and innovation.

5.3 Infrastructure Optimization

5.3.1 Data Integration and Standardization Processes

In order to break the 'data silo', it is first necessary to achieve data integration and standardization. Enterprises should establish a unified data management platform to centralize data scattered across various departments and different systems, forming a unified data warehouse. At the same time, data standards should be formulated to ensure the consistency of data formats, naming conventions, coding, and other elements, in order to facilitate data sharing and exchange.

5.3.2 Network Infrastructure Construction

Network infrastructure is the 'highway' for data circulation. Enterprises should increase investment in the development of network infrastructure, improve network bandwidth and stability, and ensure efficient data transmission. In addition, network security should be strengthened to ensure the security and integrity of data and prevent data leakage and unauthorized access.

5.3.3 Data analysis and visualization tools

In order to better utilize data resources, enterprises need to introduce advanced data analysis and visualization tools. These tools can help enterprises quickly process and analyze large-scale data, uncover patterns and trends within the data, and provide robust support for decision-making. Additionally, through data visualization technology, complex data are presented in an intuitive and easily understandable manner, facilitating comprehension and utilization by managers and technical

staff.

6. Conclusions

In the context of the deep integration between the digital economy and industrial transformation, new-quality productivity, as the core driving force behind the high-quality development of the economy, imposes new requirements on enterprise organizational structures and management models due to its innovation-driven and factor-optimization characteristics. The relationship between new-quality productivity and the platformization of human resource management (HRM) presents a significant synergistic evolution: on the one hand, the development of new-quality productivity heavily relies on technological innovations such as artificial intelligence and big data, with human resource management providing strong talent support for technological innovation through the establishment of a hierarchical and categorized talent development system and a diversified talent recruitment mechanism. On the other hand, the platformization of HRM fully integrates the technological advances of new-quality productivity, leveraging digital tools to reconstruct management processes, achieving intelligent upgrades in talent assessment, performance management, and other areas, thus enhancing management efficiency.

At the same time, the demand for composite talents generated by high-quality economic development, coupled with the intrinsic need for an agile management system driven by new-quality productivity, forms a crucial impetus for the transformation toward HRM platformization. However, enterprises face multiple practical challenges in promoting HRM platformization, such as the imbalance between talent supply and demand, challenges in technological integration, and high costs of digital infrastructure. These issues urgently need to be addressed through systematic solutions, including deepening school-enterprise collaboration, introducing advanced technological tools, increasing investments in data infrastructure, and building a multi-party collaborative ecosystem.

To summarize, in the era of rapidly advancing new-quality productivity, the platformization of human resource management is not only an inevitable response for enterprises to align with economic development trends, but also a critical pathway for enhancing core competitiveness. While the transformation journey is fraught with challenges, through strategic planning, technological innovation, and multi-stakeholder collaboration, enterprises can effectively overcome developmental bottlenecks, achieve the digital transformation of human resource management, and, in turn, continue to contribute to the high-quality development of the economy and society.

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