

UDC 331

**DEVELOP HUMAN RESOURCE MANAGEMENT
IN THE DIGITAL ECONOMY**
**РАЗВИТИЕ УПРАВЛЕНИЯ ЧЕЛОВЕЧЕСКИМИ
РЕСУРСАМИ В УСЛОВИЯХ ЦИФРОВОЙ
ЭКОНОМИКИ**

*Mao Yanhong, Zaitseva O.V.**

Vitebsk State Technological University, Belarus

*e-mail: olgazaitseva@gmail.com**

*Мао Яньхун, Зайцева О.В.**

Витебский государственный технологический университет,

Республика Беларусь

Keywords: human resource management, digital economy, digital skills, workforce planning.

Ключевые слова: управление человеческими ресурсами, цифровая экономика, цифровые навыки, планирование трудовых ресурсов.

Abstract. In the digital economy, effective human resource management is essential for organizational success. This text explores strategies for developing HR in the digital era, focusing on technology adoption, strategic alignment, cultural transformation, data-driven decision-making, and continuous upskilling. Embracing digital tools, fostering a digital-friendly culture, and leveraging data analytics are crucial for HR's evolution. By investing in digital literacy and strategic workforce planning, HR can play a pivotal role in driving digital transformation and optimizing talent management to meet the demands of the digital economy.

Аннотация. В условиях цифровой экономики эффективное управление человеческими ресурсами является залогом успеха организации. В статье рассматриваются стратегии развития управления человеческими ресурсами в цифровую эпоху с упором на внедрение технологий, стратегическое согласование, культурную трансформацию, принятие решений на основе данных и непрерывное повышение квалификации. Внедрение цифровых инструментов, формирование культуры, ориентированной на цифровизацию, а также использование аналитических данных имеют решающее значение для эволюции управления человеческими ресурсами. Инвестируя в цифровую грамотность и стратегическое кадровое планирование, управление человеческими ресурсами может сыграть ключевую роль в развитии цифровой трансформации и оптимизации управления талантами в соответствии с требованиями цифровой экономики.

Developing human resource management in the digital economy is essential for organizations to effectively leverage technology and talent in a rapidly evolving business landscape. As companies embrace digitalization, the role of human resources (HR) is undergoing significant transformation. In this text, we will explore key strategies for developing human resource management in the digital economy.

First and foremost, HR departments need to adapt to the changing demands of the digital economy by embracing technology. This involves implementing digital tools and platforms for recruitment, onboarding, training, performance management, and employee engagement. Leveraging applicant tracking systems, virtual onboarding solutions, learning management platforms, and digital performance evaluation tools can streamline HR processes, improve efficiency, and enhance the overall employee experience.

Moreover, in the digital economy, HR professionals are increasingly becoming strategic business partners. They play a vital role in aligning the organization's talent strategy with its digital transformation objectives. This includes identifying the skills and competencies required for digital initiatives, implementing workforce planning to address future talent needs, and fostering a culture of continuous learning and innovation. By working closely with other business functions, HR can ensure that the organization has the right talent to drive digital initiatives forward.

In addition, fostering a digital-friendly workplace culture is critical for HR management in the digital economy. This entails promoting collaboration, agility, and a growth mindset among employees. HR can champion the adoption of digital collaboration tools, flexible work arrangements, and initiatives that support work-life balance. Encouraging a culture of experimentation and adaptation to change is also crucial in a digitally-driven environment.

Furthermore, data-driven decision-making is becoming increasingly important in HR. In the digital economy, HR departments have access to a wealth of data related to employee performance, engagement, and retention. By leveraging people analytics and predictive modeling, HR can gain valuable insights into workforce trends, identify areas for improvement, and make informed decisions to drive business outcomes. This data-driven approach can help optimize talent management strategies and enhance the overall effectiveness of HR initiatives.

Lastly, developing digital skills and digital literacy among HR professionals themselves is paramount. HR teams need to stay abreast of technological advancements, understand digital tools and platforms, and be able to harness data for strategic decision-making. Investing in training and upskilling HR staff in areas such as data analysis, digital HR platforms, and emerging technologies is crucial for driving HR's effectiveness in the digital economy.

In conclusion, developing human resource management in the digital economy requires a multifaceted approach that encompasses technology

adoption, strategic alignment, cultural transformation, data-driven decision-making, and continuous upskilling. By embracing these strategies, organizations can position HR as a strategic partner in driving digital transformation, fostering a digitally-enabled workplace, and optimizing talent management to meet the demands of the digital economy.

UDC 338.3

**MANAGEMENT OF ASSORTMENT POLICY OF
THE ORGANIZATION IN THE CONTEXT OF
DIGITALIZATION**

**УПРАВЛЕНИЕ АССОРТИМЕНТНОЙ
ПОЛИТИКОЙ ОРГАНИЗАЦИИ В УСЛОВИЯХ
ЦИФРОВИЗАЦИИ ЭКОНОМИКИ**

*Podolyak V., Zaitseva O.V.**

Vitebsk State Technological University, Belarus

*e-mail: olgazaitseva@gmail.com**

*Подольяк В., Зайцева О.В.**

Витебский государственный технологический университет,

Республика Беларусь

Keywords: assortment policy, digitalization, data-driven approach.

Ключевые слова: ассортиментная политика, цифровизация, data-driven подход.

Abstract. In today's digital business environment, effectively managing assortment policies is essential for organizational success. This article examines the significance of assortment policy management within the context of digitalization. It discusses the advantages of leveraging consumer data, personalized offerings, and the flexibility of online platforms. While digitalization presents opportunities, it also brings challenges such as data analysis complexities and the need for adaptability. Ultimately, embracing digitalization for assortment management can lead to heightened customer satisfaction, improved sales, and a competitive edge in the market.

Аннотация. В современной цифровой бизнес-среде эффективное управление ассортиментной политикой является залогом успеха организации. В статье рассматривается значение управления ассортиментной политикой в контексте цифровизации, преимущества использования данных о потребителях, персонализированных предложений и гибкости онлайн-платформ. Несмотря на то, что цифровизация открывает новые возможности, она также порождает и проблемы, такие как сложность анализа данных и необходимость адаптации. В конечном итоге использование цифровых технологий для