

Enhancing the Level of Digital Control in Human Resource Management in Multinational Companies

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Abstract

This article examines the potential of digital technologies to enhance human resource (HR) management in multinational companies. The authors analyze primary approaches to digitalizing HR processes and identify key factors that influence the successful implementation of automated systems. Special attention is paid to adapting global HR strategies to national and cultural characteristics of regional divisions. Examples of using artificial intelligence (AI) and big data in recruitment, evaluation, and employee training are presented. The advantages of digital control, including increased transparency, reduced costs, and accelerated decision-making, are highlighted. Potential risks such as cybersecurity challenges and possible platform failures are also discussed. Finally, the article considers prospects for further development of digital HR management in line with emerging technological trends.

Keywords: digitalization, human resources, multinational companies, artificial intelligence, automation

Introduction

In the context of rapid technological progress and globalization, traditional methods of personnel management are increasingly replaced by more efficient digital solutions. Multinational companies today face challenges related to the need for rapid adaptation to new technologies, growing labor market competition, and evolving employee expectations. The use of digital tools significantly enhances transparency in HR processes, accelerates workflow, and reduces costs—an especially critical factor for companies with complex international structures (Gorbunova, 2022).

Integrating digital technologies into HR management requires consideration of cultural, legal, and economic differences in countries of operation. Developing and implementing new platforms, automated systems, and analytical solutions demands not only technical expertise but also a deep understanding of multinational team management. The use of AI in

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recruitment, big data analytics for employee engagement, and digital platforms for corporate training has become increasingly important (Zavyalova, Kucheryov, & Tsybova, 2017).

Digital control in HR processes improves not only personnel interaction but also overall company efficiency, reduces staff turnover, strengthens competitiveness, and allows faster responses to external changes. This article investigates these trends, identifies promising approaches, and provides recommendations for successfully implementing digital technologies in HR management in multinational companies.

Main Body

1. Increasing Transparency and Efficiency of HR Processes

A key objective of implementing digital control in HR is to enhance transparency at all stages of personnel management. Modern platforms and cloud solutions enable managers to access real-time data on workforce composition, productivity, and employee engagement. This simplifies decision-making and makes it more informed (Kuznetsova, 2021). For instance, companies using digital performance monitoring tools can quickly identify problem areas and take corrective measures. Accelerated recruitment, onboarding, and performance evaluation reduce turnover costs and foster employee trust.

2. Harmonizing HR Policies in Multinational Contexts

Multinational companies operating across jurisdictions face challenges related to labor law variations, cultural differences, and local labor market development levels. Digital solutions allow standardization of HR processes and the creation of unified information platforms. This is particularly important when integrating new branches, as digitalization helps avoid duplicated functions, accelerates employee training, and adapts HR policies to local conditions (Lebedeva, 2022).

3. Use of Artificial Intelligence and Big Data

AI and big data analytics have become widespread in HR management. Digital platforms enable companies to forecast staffing needs, determine optimal training and development strategies, and personalize employee career paths. AI helps identify top candidates by analyzing prior experience and potential, significantly reducing recruitment time. Big data analysis also allows detection of turnover causes, prediction of turnover levels, and development of retention strategies (Petrova, 2023). Companies employing machine learning algorithms report a 30–40% higher likelihood of selecting successful candidates compared to traditional methods.

4. Enhancing Employee Engagement and Satisfaction

Digital technologies improve internal communication and employee engagement. Platforms provide interactive feedback tools, internal social networks, and virtual learning portals, helping employees feel part of the global organization. Specialized HR platforms allow

employees to propose ideas, participate in surveys and discussions, and receive instant management feedback, fostering a more open corporate culture (Odegov, 2018).

5. Reducing Costs and Increasing HR Function Profitability

Digital control significantly lowers personnel management costs. Automating routine tasks, such as document processing, timekeeping, and payroll, reduces administrative expenses. Unified digital platforms decrease the need for multiple local systems and services. Savings can be redirected to strategic initiatives like training programs, career development, and innovation projects, ultimately enhancing competitiveness (Lohman, Nikolenko, & Pluzhnikova, 2020).

Challenges and Risks

Despite clear advantages, digital HR management in multinational companies involves challenges:

- **Cybersecurity and Data Protection:** Handling large volumes of personal data requires strong security measures. Any breach can harm the company's reputation and employee trust. Investments in information security increase implementation costs (Semenova, 2021).
- **Adapting Technologies to Local Conditions:** Multinational operations require flexible adaptation of platforms to local regulations, culture, and digital maturity, potentially increasing time and costs (Smirnova, 2022).
- **Resistance to Change:** New technology adoption may face employee resistance. Successful digitalization requires awareness programs, training, and demonstration of benefits. Without proper adaptation programs, implementation may be hindered.

Analysis indicates that digitalizing HR in multinational companies yields substantial benefits. Process transparency, policy standardization, AI, and big data analytics improve HR efficiency, employee engagement, and cost reduction. Successful implementation, however, requires careful preparation, accounting for local conditions, and cybersecurity.

Conclusion

Digital control in HR management is not merely a technological upgrade but a strategic step to enhance multinational company competitiveness. Modern HR platforms, big data analytics, and AI optimize routine processes, increase transparency, reduce costs, strengthen corporate culture, and boost engagement. Companies must address cybersecurity, local adaptation, and change management. The benefits of digitalization are evident: unified HR strategies, faster decision-making, and accurate, up-to-date personnel data.

Future technological advances in HR will enable more personalized training and development approaches, improved internal communication, and stronger links between global and local divisions. Companies integrating digital tools effectively will respond more

swiftly to market changes, manage personnel efficiently, and achieve sustainable growth in global competition.

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