

**Independent study title:** Design the Human Resource Management to Support the Digital Transformation at Xinwang Internet E-commerce Company

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### Abstract

The objectives of this research were as follows: 1) to analyze the environment of human resource management at Xinwang Internet E-commerce Company; and 2) to design the human resource management to support the digital transformation of Xinwang Internet E-commerce Company. The researchers used a mixed-method research approach, conducted document research, collected questionnaires regarding the problems of human resource management from 200 employees, and conducted in-depth interviews with 10 experts to examine the external and internal environment. The evaluation of external factors (EFE) and the internal factors evaluation (IFE) were performed to assess the advantages, disadvantages, opportunities, and threats. The selected factors were then used in a SWOT analysis to formulate sustainable digital transformation strategies and design the human resource management to support the digital transformation.

The research findings have revealed that: 1) the analysis of the human resource management environment of Xinwang Internet E-commerce Company provided insights from both its external and internal aspects. Externally, the study demonstrated the company's favorable position in China's political, economic, social, and technological environments. Opportunities and challenges arose from government support, economic growth, urban employment trends, technological advancements, and the company's adaptability to these factors. Internally, Xinwang showcased efficient HR practices, strong talent recruitment, and a distinctive corporate culture. However, challenges included organizational complexity, employee quality, visibility issues, and vulnerable to economic conditions. To enhance competitiveness, Xinwang should streamline internal organization, improve employee qualifications, boost brand visibility, and develop strategies to mitigate economic impacts; and 2) the design of the human resource management to support the digital transformation of Xinwang Internet E-commerce Company emphasized the critical period of strategic transformation, the need for safeguard measures in digital transformation, and the adoption of a digital strategy. The specific human resources digital transformation strategy included building a digital transformation platform for HRM, digital transformation of human resource organizational planning, digital transformation of recruitment and staffing, digital transformation of employee training and development, and digital transformation of performance management.

**Keywords:** Human resource management, Digital transformation, Change strategy

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