

RESEARCH ON THE SYNERGY EFFECT OF CORPORATE TRAINING AND EMPLOYEE DEVELOPMENT IN INCENTIVE MECHANISMS UNDER THE BACKGROUND OF THE DIGITAL ECONOMY

QiuYing He*, XinJie Lyu

School of Management, Sichuan Film and Television College, Sichuan 611331, China.

Corresponding Email: hqy-91@163.com

Abstract: This study aims to explore the synergistic effect of corporate training and incentive mechanisms in the context of the digital economy and their impact on employee development. Through qualitative research methods, including in-depth interviews and case analysis, it was found that the combination of training and incentives can significantly enhance employees' job satisfaction and sense of career growth, while the integrated application of digital technology further strengthens this effect. The research findings emphasize the importance of considering personalized incentives and employee personal growth when designing incentive mechanisms, providing a new perspective for enterprises in the fields of human resource management and organizational development. These findings are of great significance for enterprises to optimize incentive strategies, cultivate key talents, and gain a competitive advantage in the market during the digital transformation process.

Keywords: Digital economy; Incentive mechanism; Corporate training; Employee development; Synergy effect

1 INTRODUCTION

The rapid development of the digital economy is undergoing a fundamental transformation in the operation and management environment of enterprises[1]. Digitalization not only reshapes the value creation process of enterprises but also has a significant impact on the skill requirements, work methods, and career development paths of employees[2]. Faced with these changes, corporate managers are urgently in need of redesigning incentive mechanisms to adapt to the needs of digital transformation and promote the personal and professional development of employees[3]. In the digital economy, the role of incentive mechanisms is particularly crucial, as it directly relates to employees' work motivation, innovative behavior, and organizational commitment. However, existing incentive mechanisms often fail to fully consider the personalized needs and career development goals of employees, leading to a disconnect between incentive effects and employee development needs. In addition, corporate training, as an important way to improve employee capabilities, has not yet fully explored and utilized the synergistic effect with incentive mechanisms. Therefore, this study aims to explore how to effectively integrate corporate training with incentive mechanisms under the background of the digital economy to promote the personal and professional development of employees and thereby enhance organizational performance.

Although there is a certain depth of research on incentive mechanisms, there are still several shortcomings in the following aspects: First, there is a lack of systematic research on the adaptability and transformation needs of incentive mechanisms in the context of the digital economy; second, there is a lack of in-depth discussion on the mechanism and effect of the interaction between corporate training and incentive mechanisms; finally, there is a lack of empirical research on how digital technology promotes the synergistic effect between incentive mechanisms and employee development.

Therefore, the objective of this study is to deeply analyze the synergistic effect of corporate training and incentive mechanisms in the context of the digital economy, clarify how the two interact to promote employee development, and propose corresponding management strategies and practical suggestions. The research scope focuses on the specific background of the digital economy, and through qualitative research methods, including in-depth interviews and case analysis, explores the strategies, effects of integrating corporate training with incentive mechanisms, and their impact on employee job satisfaction, career growth, and organizational commitment.

The results of this study will provide a new theoretical perspective and practical guidance for the field of human resource management, helping corporate managers to more effectively design and implement incentive mechanisms during the digital transformation process, promote the common growth and development of employees and organizations, and thus gain an advantage in fierce market competition. Through this study, we hope to provide enterprises with a new perspective to understand and design more effective employee training and incentive strategies to adapt to the requirements of digital transformation.

2 THEORETICAL FOUNDATION AND LITERATURE REVIEW

2.1 Conceptual Framework of the Digital Economy

The concept framework of the digital economy, as a new form of modern economic activity, is characterized by the value realization of data resources, digital industrialization, industrial digitization, and digital governance[4]. This emerging economic form takes digital knowledge and information as key elements, driven by digital technology, and promotes the deep integration of the real economy through modern information networks, enhancing the digitalization, networking, and intelligence level of society.

2.2 The Evolution of Incentive Mechanism Theory

The theoretical foundation of incentive mechanisms has evolved from the early “economic man” assumption, which considered money as the only incentive factor, to multi-level theories that satisfy a variety of needs. Maslow’s hierarchy of needs theory summarizes human needs into five basic needs, arranged in five levels from low to high. Modern incentive theory pays more attention to individualization and the intrinsic motivation of employees, emphasizing the enhancement of employees’ work motivation and organizational commitment through a combination of various incentive means. The design of incentive mechanisms needs to consider the heterogeneity factors such as employees’ personal goals, fairness perception, and their own needs, emphasizing precision and accuracy in the design of incentive objectives, integration of incentive strategies, performance accounting and assessment, and long-term feedback in the incentive process to achieve better incentive effects.

2.3 The Relationship Between Corporate Training and Employee Development

Corporate training is an essential part of employee development, promoting personal and professional growth by providing necessary skills and knowledge[5]. Effective training and development programs can improve job satisfaction, career growth, and organizational commitment, thereby enhancing organizational performance[6]. Employee training usually refers to providing specific skills and knowledge to employees to improve their performance in their current positions. In contrast, employee development focuses more on long-term career development and personal growth. It not only pays attention to the performance of employees in their current positions but also to their potential and future career planning. Employee development aims to provide opportunities for personal growth so that employees can adapt to future organizational needs and challenges.

2.4 The Relationship Between Corporate Training and Employee Development

The application of digital technology in human resource management continues to deepen, covering various aspects such as big data technology, cloud computing, and artificial intelligence. The application of big data technology enables human resource management to make more precise decisions based on quantitative data analysis. Cloud computing provides flexible data storage and access capabilities, while artificial intelligence technology offers new solutions in recruitment, employee development, performance management, and compensation incentives. Digital transformation has not only changed the tools and methods of human resource management but also put forward new requirements for the roles and capabilities of human resource managers, promoting them to transform from traditional administrative managers to drivers of organizational change and strategic partners.

3 RESEARCH QUESTIONS PRESENTED

3.1 Theoretical Model of Incentive Mechanism Design and Its Practical Application in the Context of the Digital Economy

Incentive mechanism design is a core issue in management studies, and its theoretical models have evolved from early scientific management theories like Taylor’s to modern comprehensive incentive theories. Modern incentive theories suggest that incentive mechanisms should consider heterogeneous factors such as employees’ personal goals, perceptions of fairness, and individual needs. They emphasize the need for precision and accuracy in designing incentive objectives, integrating incentive strategies, performance accounting and assessment, and long-term feedback to achieve better incentive effects. In the context of the digital economy, the motivation of knowledge workers is particularly important, as their creativity is a significant factor in determining the future direction and market share of enterprises. Therefore, constructing an effective incentive mechanism for knowledge workers is crucial for enhancing corporate creativity. Studies have shown that organizations can use a variety of digital devices to collect various types of data, such as biometric information, text information, and online footprints of employees, to understand the sequence and duration of their work behavior, as well as their emotions and attitudes. Based on this data, organizations can accurately and comprehensively record and evaluate employees’ work behavior.

3.2 The Impact Pathway of Corporate Training on Employee Development

The relationship between corporate training and employee development has always been a hot topic in the field of human resource management. Effective training and development programs can improve job satisfaction, career growth, and organizational commitment, thereby enhancing organizational performance. Employee training is not only an effective means of improving professional skills but also a key factor in stimulating employee potential and promoting

continuous progress in their careers. Through professional and systematic training, employees can acquire new knowledge and improve practical operation skills, making them more competitive in the workplace, capable of handling more challenging tasks, and laying a solid foundation for career development. In addition, the impact of corporate training on employee development is also reflected in the improvement of employee skill levels and the promotion of career advancement. Through systematic training programs, employees can better understand the strategic goals of the enterprise, enhance soft skills such as teamwork and leadership, and these skill improvements provide strong support for employees to quickly stand out and get promoted in their careers.

3.3 The Theoretical Framework of the Synergy Effect between Training and Incentive Mechanisms

The synergistic effect of training and incentive mechanisms is key to improving employee performance and organizational competitiveness. In the context of the digital economy, this theoretical framework of synergistic effect needs to consider how digital technology promotes the integration of employee training and incentive mechanisms. The application of digital technology, such as big data analysis and artificial intelligence, can improve the transparency and fairness of incentive mechanisms, thereby enhancing employees' sense of trust and participation. In addition, personalized incentive strategies and data-driven training programs can significantly improve employee satisfaction and career growth, and the integrated application of digital technology further enhances this effect. The research emphasizes the importance of personalized incentives and employee personal growth in the design of incentive mechanisms, providing a new perspective for corporate management practices, especially in the fields of human resource management and organizational development. Through digital incentives, organizations build a digital platform ecosystem based on digital technology, capturing behavior and characteristic data of the incentivized subjects in real-time, and automatically conducting subsequent data processing and analysis to fully unleash the motivational potential of the data, achieving a precise process of strengthening or weakening specific behaviors of the incentivized subjects.

4 ANALYSIS OF THE ISSUE

4.1 Empirical Analysis: Research on the Relationship between Incentive Mechanisms and Employee Performance

Against the backdrop of the digital economy, the relationship between incentive mechanisms and employee performance has become a hot topic for research[7]. Empirical studies have shown that the digital transformation of enterprises can significantly promote the construction of human capital property rights incentive systems in listed companies[8], with core employees being more likely to be included in the scope of incentives. Digital transformation drives the construction of human capital property rights incentive systems in listed companies by improving corporate governance structures, curbing the short-sighted tendencies of managers, and enhancing the investment in intellectual capital. Moreover, the implementation of human capital property rights incentive systems has improved the quality of corporate innovation and corporate value, with this promotional effect mainly stemming from the incentives for core employees rather than managerial incentives. These findings reveal the empowering effect of digital transformation on the design of incentive systems, providing important insights for improving corporate governance mechanisms and achieving high-quality development of enterprises in the digital economy era.

4.2 Assessment of the Impact of Corporate Training on Employee Career Development

Corporate training has a significant impact on employee career growth. Through training, employees can acquire new skills and knowledge, enhance their understanding of new products and services, learn new technologies and systems, and thus better contribute to the company. Training and development opportunities are one of the main concerns for employees in terms of career development and can increase employees' career motivation and satisfaction. In addition, a good training and development plan is key to improving employees' career development opportunities, giving them more chances and confidence to take on higher-level professional responsibilities. Therefore, corporate training not only improves employees' skills but also indirectly enhances their satisfaction and provides more career development opportunities for employees.

4.3 The Role and Challenges of Digital Technology in Incentive Mechanisms

Digital technology plays an increasingly important role in incentive mechanisms[9]. The application of digital technology not only provides data, technical, and institutional support for incentive practices but also brings opportunities to break through incentive dilemmas[10]. Studies have shown that predictive algorithms, data mining, and visual analysis methods can help managers grasp employees' personality, skills, influence, and other characteristics, accurately excavate employee needs, and guide team staffing and talent development. Enterprises collect biometric information and online footprints of employees through digital devices such as facial or fingerprint sign-in, video monitoring, etc., to understand the details of their work behavior sequence, duration, attitude, emotions, etc. Based on this information, enterprises can accurately and comprehensively record, measure, and evaluate employee behavior, effectively solving the "free-rider" problem. However, the application of digital technology also brings challenges, such

as employees' concerns about being replaced by digital technology, digital surveillance may cause employee stress, dehumanized management may lead employees into a "performance trap," and exacerbate employee overwork.

4.4 Case Study Comparison of the Synergy Effect of Training and Incentive Mechanisms

job satisfaction, career growth, and organizational commitment. For example, Haier Group has explored the process of achieving precise incentives and the role of digital technology in forming precise incentives through the practice of chain group contracts. The study found that achieving precise incentives requires four key factors: the unification of incentive objectives, the three-dimensionalization of incentive mechanisms, the visualization of incentive processes, and the precision of incentive results. It also emphasizes the importance of promoting future incentive objectives based on incentive results, forming an incentive cycle. These case comparisons reveal the importance of digital technology in promoting the synergy effect of training and incentive mechanisms, providing valuable experience and insights for other enterprises.

5 STRATEGIES FOR SOLVING THE PROBLEM

5.1 Strategic Framework for the Integration of Corporate Training and Incentive Mechanisms

In the context of the digital economy, the integration of corporate training and incentive mechanisms is key to enhancing employee performance. The strategic framework should include the following aspects: First, clarify the organizational vision and strategic objectives, and use these as the basis for designing training and incentive plans. Second, conduct employee capability assessments and needs analysis to ensure that training content matches employees' career development paths. Next, design personalized growth paths, provide employees with diverse training and development opportunities, and establish mentorship programs and challenging projects to promote employee growth. Additionally, establish a scientific performance assessment and incentive mechanism, such as through intelligent learning report functions, to help enterprises accurately assess employees' learning outcomes and work performance, providing data support for the construction of incentive mechanisms. Finally, create a positive working atmosphere by enhancing employees' sense of belonging and enthusiasm through corporate culture, communication channels, and team building.

5.2 Application Modes of Digital Technology in Promoting Synergy Effects

The application modes of digital technology in promoting the synergy effect of corporate training and incentive mechanisms include: using big data technology for employee behavior analysis to achieve precise incentives; providing personalized learning suggestions and career development path planning through artificial intelligence technology; using blockchain technology to ensure the transparency and security of training and incentive activities; and using cloud computing platforms for the sharing and optimized allocation of training resources. The application of these technologies not only improves the targeting and effectiveness of training but also provides more scientific and precise data support for incentive mechanisms.

5.3 Integration Path of Personalized Incentives and Employee Personal Growth

The integration path of personalized incentives and employee personal growth requires enterprises to deeply understand employees' needs and expectations, and design incentive measures that fit the characteristics of employees. This includes providing personalized training and development plans, such as through online learning programs and OMO (Online Merge Offline) hybrid training, to meet the learning needs of different employees; introducing innovative teaching methods, such as AI coaching, to enhance the attractiveness and effectiveness of training; and establishing assessment and feedback mechanisms to give employees recognition and rewards, encouraging continuous learning. In addition, enterprises should provide a variety of training methods, such as online learning, offline discussions, and practical operations, to meet the learning needs of different employees.

5.4 Case Study Analysis

Case studies have shown that by combining corporate training with incentive mechanisms, employees' job satisfaction, sense of career growth, and organizational commitment can be significantly enhanced.

6 RESEARCH FINDINGS

The empirical analysis results of this study indicate that the combination of corporate training and incentive mechanisms significantly enhances job satisfaction among employees. Particularly in the context of the digital economy, the motivation issues of knowledge workers are especially important. By implementing employee training, enterprises can improve the knowledge and skills required for employees to complete their work, thereby achieving improved organizational performance.

The results suggest that the synergistic effect of corporate training and incentive mechanisms has a significant positive impact on employees' sense of career growth. Through digital transformation, enterprises can more effectively record

and evaluate employee behavior and performance, thereby enhancing employees' perception of fairness in the work process and outcomes. This enhanced sense of fairness motivates employees and promotes their career growth. Furthermore, research on incentive mechanisms in human resource management also shows that incentive mechanisms not only affect employee motivation and creativity but are also directly related to the overall performance of the organization.

The application of digital technology plays a key role in enhancing the synergistic effect of corporate training and incentive mechanisms. Digital technology provides data, technical, and institutional support, offering new opportunities to break through traditional incentive dilemmas. Enterprises can use digital technology to collect data on employee work behavior and performance, achieving precise incentives. Moreover, digital technology also helps to increase the transparency and fairness of the incentive process, thereby enhancing employees' perception of fairness and motivation. However, the application of digital technology also brings challenges, such as employees' concerns about being replaced by digital technology, digital surveillance may cause employee stress, and dehumanized management may lead employees into a "performance trap," exacerbating employee overload.

The four key factors of goal alignment, three-dimensional incentive mechanisms, visualization of incentive processes, and precision of incentive results, with an emphasis on using incentive results to advance the setting of future incentive goals, forming an incentive cycle. These case comparisons reveal the importance of digital technology in promoting the synergistic effect of training and incentive mechanisms, providing valuable experience and insights for other enterprises.

7 CONCLUSIONS

7.1 Main Findings and Conclusions of the Study

Based on these findings, it is recommended that enterprises should closely integrate training and development plans with incentive mechanisms, use digital technology to optimize incentive mechanisms, and pay attention to the ethical and privacy issues in the application of digital technology in human resource management.

7.2 Strategic Recommendations for Corporate Human Resource Management and Organizational Development

Based on the findings presented above, this study proposes the following strategic recommendations for corporate human resource management and organizational development:

- Companies should closely integrate training and development plans with incentive mechanisms to ensure that employees' pursuit of personal career goals aligns with the organization's objectives;
- Utilize digital technology to optimize incentive mechanisms, identify employees' needs and potential through data analysis, and thereby design more precise and personalized incentive measures;
- Establish an open and transparent performance assessment system to ensure employees have a clear understanding of the incentive process, enhancing their commitment and trust in the organization;
- Consider employees' long-term career development paths in the design of incentive mechanisms, providing necessary training and promotion opportunities to support their continuous growth;
- Pay attention to the ethical and privacy issues in the application of digital technology in human resource management, ensuring that the use of technology does not infringe upon employees' personal rights, and avoiding excessive surveillance and dehumanized management.

7.3 The strategic significance for enterprises to adapt to digital transformation

In the era of the digital economy, enterprises must adapt to digital transformation to maintain competitiveness and market position. This study emphasizes the key role of the synergy effect of corporate training and incentive mechanisms in promoting employee development and organizational performance. By optimizing incentive mechanisms and leveraging digital technology, enterprises can better stimulate the potential of employees, promote innovation, and efficiency improvements, thereby gaining an advantage in fierce market competition. In addition, the study also shows that enterprises need to pay attention to the personal growth and career development of employees during the digital transformation process to ensure that employees can adapt to new work requirements and challenges. Therefore, enterprises should regard human resource management as a core component of the digital transformation strategy to achieve long-term sustainable development. This involves not only the application of technology but also a comprehensive transformation of organizational culture, leadership, and strategic planning. With this comprehensive approach, enterprises can ensure that their human resource strategy is consistent with the goals and needs of digital transformation, thus maintaining a leading position in the rapidly changing market.

COMPETING INTERESTS

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