

ABSTRACT

In an era of digital transformation and increasingly complicated work dynamics, human resource (HR) management has emerged as a critical component in the performance of companies, including educational institutions and the public sector. The purpose of this study is to design and develop HR management strategies based on task-specific work units, with a focus on improving the efficacy of performance management in institutions. This study employs an exploratory qualitative technique to investigate in depth the phenomenon of information system management based on HR digital competences, with an emphasis on work unit or task-based performance management. The study's findings show that implementing a human resource competency management strategy based on performance management improves employee performance and loyalty in the workplace. It is anticipated that the study's findings will provide a practical way to create a performance review system that can better adapt to the complexity of a company.

Keywords : Qualitative, Organization, Performance, Human resource