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ARTIFICIAL INTELLIGENCE AND THE END OF WORK OR JOB ENRICHMENT? AN EXPLORATION OF ITS IMPACT ON EMPLOYMENT

* Ms. Suvarna R. Sawant

* Department of Information Technology, K.B. College of Arts & Commerce for Women, Kopri, Thane (East)

Abstract:

Today, with the potential for mass job displacement and opportunities for job enrichment, AI technologies have advanced rapidly, offering capabilities ranging from the automation of routine tasks to the growth of human decision-making processes. While some push that AI will lead to the "end of work," resulting in large-scale unemployment, others suggest that it may create new forms of job enrichment, fostering more meaningful and creative work. This research explores both perspectives, probing the socio-economic implications, challenges, and strategies.

Keywords: *AI Jobs, Future Jobs, Job Enrichment, End of work, Careers opportunities in the next Era*

Introduction:

Background and Context :

The evolution of AI technologies has progressed from narrow AI, which is task-specific, to the conceptualization of general AI, which encompasses a broader workforce. This progression includes flexibility, learning, reasoning, and enhanced decision-making capabilities, along with diversified strategic planning. Although we have made significant milestones in deep learning and reinforcement learning, we are still far from achieving artificial general intelligence (AGI).

Historical Concept of Technological Disruption often how new technologies lead to Shift in the Job type, required Skills. Starting with the Agricultural revolution of 18 -19 century till information revolution of 20th century. Contemporary AI advancements have significantly impacted multiple fields, including machine learning (ML), robotics, and natural language processing (NLP). These advancements have led to new applications, improved efficiency, and in some cases, entirely new industries

Problem Statement:

The contradiction between job displacement fears and the potential for AI-driven job enrichment.

Research Objectives:

a. To explore how AI is transforming work environments.
b. To examine whether AI will lead to the end of work or whether it can be used to enrich jobs.
c. To identify the socio-economic and policy-related implications of AI's influence on employment.

Literature Review:

AI and Job Displacement:

Routine and manual tasks are among the most defenceless to automation due to their repetitive nature. These tasks often require little to no creativity or judgment, making them ideal for machines, robots. CNC Machine is best example of automation in manufacturing, Self-Driving Vehicles, Drones in Transportation, self-checkout system in retail disrupt major stakes in repetitive job work displacement

McKinsey's *Jobs Lost, Jobs Gained* Workforce Transitions in a Time of Automation report provided a

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broader view of potential automation impacts. It predicted that between 400 million and 800 million workers worldwide could be displaced by automation by 2030, representing 15–30% of the global workforce per.

According to a report by the OECD (2018), 14% of jobs in developed countries are at high risk of automation, while a further 32% are likely to undergo significant transformation. The jobs most at risk tend to require fewer advanced skills, which highlights the need for reskilling.

AI and Job Enrichment:

Herzberg's Motivation-Hygiene Theory (Two-Factor Theory)

Herzberg's Motivation-Hygiene Theory (also known as the Two-Factor Theory) was developed by Frederick Herzberg in the 1950s and 1960s. The theory posits that job satisfaction and job dissatisfaction are not opposites, but rather are influenced by different sets of factors.

Motivators: These are factors that lead to positive job satisfaction and motivate employees to perform better. They are typically intrinsic to the job itself, relating to the work people actually do.

Hygiene Factors: These are factors that, when inadequate, can lead to job dissatisfaction. However, improving them does not necessarily lead to higher motivation or job satisfaction—they primarily serve to prevent dissatisfaction. Hygiene factors are extrinsic to the job and usually relate to the work environment or company policies How AI can automate repetitive tasks, allowing employees to focus on creative, strategic, or higher-level responsibilities. Real-world examples of AI in industries like healthcare, education, and finance where AI augments human labour instead of replacing

Hackman and Oldham's model:

Hackman and Oldham's model proposes that the design of a job influences an employee's motivation, satisfaction, and performance through five core job characteristics. These characteristics influence three psychological states that affect outcomes such as motivation, performance, and job satisfaction.

Core Job Characteristics:

These are the primary features of a job that affect an employee's experience

- **Skill Variety:** The degree to which a job requires a variety of different activities, skills, and talents. Jobs with high skill variety are more likely to engage employees because they provide variety and challenge.
- **Task Identity:** The extent to which a job requires the completion of a whole and identifiable piece of work. Jobs with high task identity allow employees to see the outcome of their efforts, which increases job satisfaction.
- **Task Significance**: The degree to which a job has a significant impact on the lives or well-being of others (e.g., working in healthcare, social services, or education). Jobs with high task significance can increase an employee's sense of purpose and meaning.
- **Autonomy:** The degree of freedom, independence, and discretion an employee has in how they perform their job. Higher autonomy is linked to greater job satisfaction, as employees feel more empowered and responsible for their work.
- **Feedback:** The degree to which employees receive clear, direct feedback about their performance. Feedback provides employees with the information needed to understand how well they are doing and how they can improve.

Scope:

Automate Task – Routine, repetitive task from customer service to manufacturing process Automation pays for investor and loses the manpower, by providing insights, predictions, and data-driven recommendations. It improves decision-making in

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areas like marketing, finance, operations, and healthcare by analysing massive datasets in real-time. So in terms of the Job Enrichment Perspective which focuses on improving the quality of work and creating a more engaging, fulfilling work experience for employees. By designing roles that **offer challenges** and opportunities for learning and career advancement, job enrichment seeks to build employee engagement and **reduce monotony**. This also helps with long-term retention and satisfaction.

AI Skill Variety lets employees apply problem-solving, empathy, and critical thinking skills more frequently, diversifying the nature of their work. Like chatbots. AI can improve by assisting employees in seeing a project from start to finish or by creating new ways to engage with the entire process. With task significance like agriculture or energy, AI can be used to optimize resource usage, track environmental impact, or automate processes that help reduce waste enhancing the sense of Social Value. With self-directed learning, Employees can decide what skills they want to develop, when, and how, increasing both their control over personal growth and their engagement with the work.

Methodology:

This research is based on Case Studies and Various historical and ongoing event in AI

Data Collection Method – Secondary Research

1. Academic report and Magazines that widely talks about AI Inception and leading automation research

- **AI Adoption Rate**: According to a 2020 report by *Accenture*, the AI healthcare market is expected to grow at a compound annual growth rate (CAGR) of 41% from 2021 to 2026 which predicted to save the industry $150 billion annually by 2026 through operational efficiencies and reduced errors (source: Accenture).
- **Customer Engagement**: AI chatbots can handle 80% of customer interactions, reducing response times by 60%
- **Autonomous Vehicles**: By 2035, autonomous vehicles are predicted to account for 25% of the global vehicle fleet, with the potential to reduce road accidents by 90% (source: *Boston Consulting Group*)

2. Industry and Reports published with case studies

AI Adoption by Sector:

IT:

- The Indian IT and software services industry is seeing substantial AI adoption. AI-driven market demand is projected to grow by **20% annually**, making India one of the largest adopters of AI in IT globally.
- It is estimated that **35-40%** of Indian IT companies are implementing AI for automating software development, reducing time to market and improving customer support operations.

Manufacturing:

- By 2025, AI adoption in Indian manufacturing is expected to grow at a **CAGR of 42%**, with AI-driven solutions for predictive maintenance, supply chain optimization, and quality control.
- India's manufacturing sector is projected to generate **$10.3 billion** in AI-driven revenue by 2025, contributing to enhanced productivity and reduced costs in production lines.

Retail management:

Demand forecasting optimizes inventory management, and personalized marketing with new Adaptive technology. The AI-driven retail market in India is expected to grow at a **CAGR of 16.6%** from 2020 to 2025.

AI Skill Development and Education:

AI Workforce: By 2025, India will need an additional **1.5 million AI-skilled workers** to meet the growing demand across sectors like IT, healthcare, manufacturing, and finance (source: **LinkedIn AI Skills Report**). **Education and Training**: Indian universities and online platforms (such as **Coursera**,

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and **Udacity**) are seeing a **70% growth** in AI course enrolments. **AI boot camps** and government-led skilling initiatives are also playing a key role in building AI expertise in the country. Discussion on universal basic income (UBI), job guarantees, and social support systems to mitigate job loss risks.

Limitation:

- While AI can improve autonomy by automating tasks, it could also limit creative thinking and problem-solving if employees become overly reliant on technology for decision-making AI might reduce opportunities for employees to engage in innovative or critical thinking tasks, especially if AI starts to dominate decision-making processes.
- If AI tools are constantly pushing employees toward automation or optimizing workflows to the point of micromanagement, employees might feel more like **operators** rather than creators, limiting their job enrichment.
- lacks the emotional intelligence, empathy, and human judgment that many jobs require

Conclusion:

The quantitative analysis of AI adoption in India reveals a robust growth trajectory across various sectors. AI is expected to significantly contribute to India's GDP, job creation, and industry-specific advancements in healthcare, manufacturing, retail, and agriculture. Despite skills gaps and job displacement concerns, AI presents immense opportunities for economic growth and innovation. The continued investment in AI research, education, and infrastructure will be key to realizing India's full potential as a global AI leader.

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