

ARTIFICIAL INTELLIGENCE IN ENSURING A SUSTAINABLE LABOR MARKET

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Artificial intelligence is one of the key technologies of the Fourth Industrial Revolution, which is fundamentally changing the way we do business, produce and interact with people.

Current trends in technology development cause large-scale changes in the structure of employment. Artificial intelligence is being actively implemented in various fields of activity, changing the requirements for employees' professional skills and facilitating the automation of many business processes. This creates both new opportunities for the labor market and significant challenges for civil society. One of the main aspects of the impact of artificial intelligence on the labor market is the transformation of the requirements for specialist qualifications.

Traditional professions are gradually changing or disappearing, while the demand for data analysts, algorithm developers, and AI ethicists is growing. This requires employees to be flexible and ready for continuous learning, which is becoming an important factor in competitiveness in the labor market. Currently, artificial intelligence is used to automate repetitive and routine tasks such as data entry and processing. Therefore, jobs requiring such skills are likely to be automated in the future.

However, positions that require human skills, such as problem solving, creativity, and empathy, are less likely to be replaced by machines immediately. These qualities are essential for roles that involve complex decision-making and require human intervention. When analyzing the impact of artificial intelligence on the labor market, the following key aspects should be highlighted:

- ✓ Automation of work processes. Machine learning algorithms and neural networks automate routine tasks in production, service, finance, and logistics. This reduces the need for low-skilled labor, but increases the demand for artificial intelligence specialists.

- ✓ Emergence of new professions. With the development of artificial intelligence, new professions are emerging, including data engineers, artificial intelligence ethicists, big data analysts, etc. This requires the adaptation of the education system and training programs to changes in the labor market.

- ✓ Personalization of the workflow and hybrid employment models. Thanks to the use of artificial intelligence, employers can more effectively manage personnel, predict staffing needs, and automate recruitment processes. In addition, hybrid employment models and digital freelancing are becoming popular.

- ✓ Social and economic challenges. Despite its significant advantages, the introduction of artificial intelligence may increase social inequality, as not all workers are able to adapt quickly to changes. The issue of regulating the impact of artificial intelligence on employment and protection of workers' rights is also important.

Thus, artificial intelligence plays an important role in transforming the labor market by changing the requirements for professional skills and the structure of employment. The introduction of artificial intelligence creates new opportunities for economic development, but also requires the adaptation of the workforce and the introduction of effective social policy mechanisms.