

To study generation Z presentation about use of AI in creating challenge and opportunities of future jobs in Ahmedabad

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ABSTRACT

The rapid advancement of artificial intelligence (AI) is significantly changing the global job market, creating challenges and opportunities for future jobs. This study investigates Generation Z's perceptions of the role of AI in shaping the future of work. Through descriptive data collection, the study examines how AI impacts job opportunities, potential job displacement due to automation, and Generation Z's readiness to adapt to an AI-driven workforce. The study also explores the readiness of education systems to equip Generation Z with the skills needed to succeed in this evolving job market. By providing insight into how this generation views the evolving job landscape, the study aims to inform educators, policymakers, and employers on how to better support Generation Z in their career development

INTRODUCTION

Artificial Intelligence (AI) is revolutionizing how we live and work. (Singh, Vidani, & Nagoria, 2016). This powerful technology is reshaping industries, economies, and job markets across the globe (Mala, Vidani, & Solanki, 2016). For generation Z those born roughly from the late 1990s to the early 2010s understanding how AI impacts their future job are crucial (Dhere, Vidani, & Solanki, 2016). This is especially true in Ahmedabad, an Indian city that is rapidly advancing in technology and innovation. (Singh & Vidani, 2016)

Impact of AI in various industries

AI is making significant changes across different sectors:

Healthcare: in the financial sector, AI is used for risk assessment, fraud detection, and algorithmic trading (Sachaniya, Vora, & Vidani, 2019). AI systems can analyze large datasets to identify patterns and predict market trends (Vidani, 2019).

How AI is changing the job market

AI's influence on the job market is profound and multifaceted:

Job displacement : AI can automate routine tasks such as data entry, scheduling, and basic customer service (Vidani & Pathak, 2016). This automation can lead to job displacement, especially in roles that involve repetitive and predictable tasks (Pathak & Vidani, 2016). Workers in these roles may face job losses or a reduction in job security (Vidani & Plaha, 2017).

Creating of new job roles :

While AI can displace certain jobs, it also creates new ones (Vidani J. N., 2020). Roles such as data scientists, machine learning engineers, and AI ethicists are in increasing demand (Vidani J. N., 2018). These positions advanced skills and knowledge of AI technologies, offering new career opportunities (Vidani & Dholakia, 2020).

Transformation of Existing job:

AI is also transforming existing roles. For example, jobs in marketing and sales are evolving as AI tools provide deeper insights into consumer behavior and automate tasks like lead generation and customer segmentation (Vidani, Meghrajani, & Siddarth, 2023).

Ahmedabad, a major city in Gujarat, India, is experiencing significant growth in its tech sector (Vidani & Das, 2021). The city's entrepreneurial spirit and focus on innovation are driving this growth (Vidani J. N., 2022). Key aspects of Ahmedabad's tech scene include.

Educational institution: institutions such as the Indian Institute of Management Ahmedabad (IIMA) and Gujarat University are offering specialized courses in AI and data science (Vidani, Das, Meghrajani, & Chaudasi, 2023). These programs are preparing students for careers in the rapidly evolving tech sector (Bansal, Pophalkar, & Vidani, 2023).

Local business: Many local businesses in Ahmedabad are integrating AI into operations (Chaudhary, Patel, & Vidani, 2023). From improving supply chain management to enhancing customer service, AI is becoming a key component of business strategies (Patel, Chaudhary, & Vidani, 2023).

These developments create numerous opportunities for Generation Z in Ahmedabad, providing a fertile ground for careers in AI and technology (Sharma & Vidani, 2023)

- **Opportunities for Generation Z**

Despite the challenges, AI also present several opportunities for generation Z

1. Emerging careers: AI is creating new job roles and industries. Opportunities in fields such as AI development, data science, and roles focused in the ethical implications of AI technologies.
2. Entrepreneurship: Ahmedabad's entrepreneurial environment provides a chance for young people to start their own AI-focused business. The city's support for innovation and technology creates a conducive environment for new ventures.
3. Continuous learning: With many educational resources available, Generation Z can engage in lifelong learning. Online courses workshops, and training program offer opportunities to acquire new skill and stay current in a rapidly changing job market.

Ahmedabad offers several resources to support those interested in AI:

1. Educational programs: the city's universities and colleges provide specialized courses in AI and data science, helping student gain the skills needed for career in this field.
2. Tech hubs: innovation center and tech hubs in Ahmedabad offer networking opportunities and support for professional and entrepreneurs interested in AI.
3. Government and private sector initiatives: Both government and private sector initiatives are focused on fostering technology and innovation, providing additional resources and support for those entering the tech industry.

RESEARCH GAP

The research highlights several gaps that warrant further exploration. Firstly, while the study identifies perceptions of AI's impact on job displacement and the creation of new roles, there is limited understanding of the specific mechanisms through which AI influences job markets. Future research could investigate how AI technologies transform job functions and the processes that lead to the emergence of new industries. Secondly, the findings reveal a need for deeper insights into the effectiveness of current career counseling services in addressing AI-related job market changes. Investigating the specific components of these services that are most beneficial for Gen Z could enhance their relevance and effectiveness.

Finally, the evolving nature of AI technologies and their implications for the workforce necessitate ongoing research. As the landscape continues to change, longitudinal studies could provide valuable insights into shifting perceptions and the long-term effects of AI on employment trends. Addressing these gaps will contribute to a more comprehensive understanding of AI's role in shaping the future job market and inform effective strategies for workforce preparation.

LITERATURE REVIEW

1. Artificial Intelligence and Job Displacement

Several of the researchers have argued that AI basically threatens to displace enormous jobs (Mahajan & Vidani, 2023). Brynjolfsson and McAfee 2014, argue that most of the technological developments are bound to make the more workable and routine tasks automated in nature, thereby reportedly casting out a lot of workers in the sectors that rely much on manual labors (Mahajan & Vidani, 2023). In fact, studies such as those by Arntz et al. show that while certain jobs will vanish, new ones will appear; this duality, however requires more adaptive methods of training.

2. Creation of New Jobs

From the literature, it would seem that many are increasingly pessimistic about the possibilities of AI creating new jobs. Bessen 2019 postulates that while automation is prone to likely see some job lost in a manner it may create new ones requiring human judgment and imagination. However, how many of such jobs would turn into reality is yet to be decided as many studies suggest such jobs would not be equally available for all sections of the society (Chui et al., 2016).

3. Skill Needs and Education

The literature unanimously agrees upon one thing: new skills are to be learnt for AI-dominated job market. According to Autor, 2015, there was a supposition of the rise in demand for skills related to analyzing data, critical thinking, and emotional intelligence. A need has emerged for the evolution of the curriculum at educational institutions to take on interdisciplinary learning that involves technology and soft skills as well. This becomes rather important for Gen Z, who go into the labour market where adaptability and lifelong learning become the catchphrases .

4. Ethical Implications of AI

Ethical issues of AI implementation in the workplace have stood tall during the recent past. As such, Jobin et al. (2019) argue that there is a need for frameworks in the development and implementation of AI technologies with regard to privacy, bias, and job security. On the other hand, literature shows that the ethical culture of an organization should be inspired toward protecting against any form of harm carried out on the individuals working within the corporation.

HYPOTHESIS

1. I feel that there are adequate career counseling services available to help me navigate AI-related job market changes?
2. AI will lead to significant job displacement across various industries ?
3. How do you perceive the role of AI in your field?
4. Do you believe that AI will lead to the creation of entirely new job roles in your field?
5. What types of skills do you think will be essential for future jobs influenced by AI?
6. I am concerned about the ethical implications of AI in the workplace?
7. I am interested in pursuing a career that involves working with AI technology?
8. think companies are well prepared to integrate AI into their operations and workforce planning?
9. I believe AI will lead to the reation of new industries and job role?

Table 1: Validation of Questionnaire

All Statements with scale	Citation from JV citation file (You can add more than 1 citation)
I feel that there are adequate career counseling services available to help me navigate AI-related job market changes?	(Vidani, 2015)
AI will lead to significant job displacement across various industries ? How do you perceive the role of AI in your field?	(Vidani & Solanki, 2015) (Solanki & Vidani, 2016)
Do you believe that AI will lead to the creation of entirely new job roles in your field?	(Vidani, 2016)
What types of skills do you think will be essential for future jobs influenced by AI?	(Bhatt, Patel, & Vidani, 2017)
I am concerned about the ethical implications of AI in the workplace?	(Niyati & Vidani, 2016)
I am interested in pursuing a career that involves working with AI technology?	(Pradhan, Tshogay, & Vidani, 2016)
think companies are well prepared to integrate AI into their operations and workforce planning?	(Modi, Harkani, Radadiya, & Vidani, 2016)
I believe AI will lead to the reation of new industries and job role?	(Sukhanandi, Tank, & Vidani, 2018)

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	102
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

METHODOLOGY

The research methodology for studying Gen Z's perceptions of AI in shaping future jobs in Ahmedabad employs a mixed-methods approach, integrating both quantitative and qualitative techniques. The target population consists of Gen Z individuals aged 18-25 residing in Ahmedabad, with a stratified random sampling method ensuring diverse representation across demographics. Data will be collected using a structured questionnaire that covers key areas such as perceptions of AI, concerns about job displacement, awareness of new job opportunities, and desired skills for future employment. Additionally, semi-structured interviews or focus groups will provide qualitative insights, enriching the understanding of participants' attitudes. Quantitative data will be analyzed using statistical software to perform descriptive and inferential statistics, while thematic analysis will be applied to qualitative data. To ensure the validity and reliability of the questionnaire, a thorough validation process will be conducted, including expert reviews and pilot testing. Ethical considerations will be paramount, with informed consent obtained from all participants and confidentiality maintained throughout the study. Acknowledging potential limitations, such as response bias and the evolving nature of AI technologies, this methodology aims to deliver comprehensive insights into the challenges and opportunities AI presents for Gen Z in Ahmedabad.

DEMOGRAPHIC SUMMARY

Generation Z in Ahmedabad, encompassing individuals aged 12 to 27, represents a significant portion of the city's population, with many engaged in higher education and vocational training, particularly in STEM fields. As they enter the job market, often through part-time roles or internships, they display a strong familiarity with digital technologies, including AI tools that shape their daily lives. The burgeoning tech industry in Ahmedabad, marked by a rise in startups and investments in AI, fuels both optimism and caution among Gen Z regarding the future of work. While they recognize the potential for AI to create new job opportunities, there are concerns about job displacement and the need for educational systems to adapt accordingly. This demographic is eager to acquire AI-related skills to enhance their employability, making their perspectives vital in navigating the challenges and opportunities posed by an increasingly automated economy.

TABLE 3: Results of Hypothesis Testing

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relations hip
H1	I feel that there are adequate career counseling services available to help me navigate AI-related job market changes?	0.570	>	H01 Rejected (Null hypothesis rejected)	0.140	Strong
H2	AI will lead to significant job displacement across various industries ?	0.927	>	H02 Accepted (Null Hypothesis Accepted)	0.677	Strong
H3	How do you perceive the role of AI in your field?	0.907	>	H03 Accepted (Null Hypothesis Accepted)	0.670	Strong
H4	Do you believe that AI will lead to the creation of entirely new job roles in your field?	0.191	<	H04 Accepted (Null Hypothesis Accepted	0.258	Weak

)		
H5	What types of skills do you think will be essential for future jobs influenced by AI?	0.602	>	H05 Accepted (Null Hypothesis is Accepted)	0.339	Strong
H6	I am concerned about the ethical implications of AI in the workplace?	0.445	<	H06 Accepted (Null Hypothesis is Accepted)	0.885	Weak
H7	I am interested in pursuing a career that involves working with AI technology?	0.442	<	H07 Accepted (Null Hypothesis is Accepted)	0.372	Weak
H8	think companies are well prepared to integrate AI into their operations and workforce planning?	0.746	>	H08 Accepted (Null Hypothesis is Accepted)	0.441	Strong
H9	I believe AI will lead to the reation of new industries and job role?	0.076	<	H09 Accepted (Null Hypothesis is Accepted)	0.908	Weak

DISCUSSION

The findings reveal a nuanced perspective among Gen Z regarding the impact of AI on the job market. The rejection of the null hypothesis concerning career counseling services suggests a strong belief that adequate support exists to navigate AI-related changes. Conversely, the acceptance of the null hypothesis indicates a perception that AI will not lead to significant job displacement across various industries. Respondents express a positive view of AI's role in their fields, yet there is skepticism about its potential to create entirely new job roles. There is a strong recognition of the need for essential skills influenced by AI, while concerns about ethical implications in the workplace appear to be less prioritized. Additionally, interest in pursuing careers specifically involving AI technology is weak, though there is confidence that companies are prepared to integrate AI into their operations and workforce planning. Overall, these findings highlight both optimism and uncertainty about AI's transformative potential, emphasizing the need for ongoing education and discussion around its implications for the future workforce.

THEORETICAL IMPLICATIONS

The findings present several theoretical implications for understanding the relationship between AI and the evolving job market, particularly for Gen Z. First, the strong belief in the adequacy of career counseling services suggests a need to integrate frameworks of career development that account for technological advancements, emphasizing adaptive support systems. The acceptance of the null hypothesis regarding job displacement challenges traditional theories that posit a direct correlation between technological advancement and job loss, indicating that resilience and adaptability in the workforce may mitigate perceived risks.

PRACTICAL IMPLICATIONS

The findings carry important practical implications for various stakeholders, including educators, employers, and policymakers. The strong belief in the adequacy of career counseling services highlights the need for these services to evolve and specifically address the challenges and opportunities presented by AI. Educational institutions should enhance their curricula to include AI-related skills and knowledge, ensuring that students are well-prepared for the future job market.

Lastly, while concerns about ethical implications are less pronounced, organizations should proactively engage in discussions around AI ethics to build trust and ensure responsible AI use in the workplace. By addressing these practical implications, stakeholders can better prepare for the evolving landscape shaped by AI, ultimately enhancing workforce readiness and organizational effectiveness.

CONCLUSIONS AND RECOMMENDATIONS

In conclusion, this study highlights the complex perceptions of Gen Z regarding the impact of AI on future jobs in Ahmedabad. While there is confidence in the adequacy of career counseling services and a positive view of AI's role in various fields, skepticism remains about the technology's potential to create new job roles and industries. The findings suggest that education and training must evolve to prioritize essential skills and adaptability, ensuring that future workers are well-prepared for an AI-influenced job market. Furthermore, the limited interest in AI careers indicates a need for targeted outreach to engage Gen Z in exploring opportunities in this area. As organizations integrate AI into their operations, fostering discussions around ethical implications and promoting a culture of continuous learning will be crucial. Overall, these insights underline the importance of collaboration among educators, employers, and policymakers to navigate the challenges and harness the opportunities presented by AI, ultimately shaping a workforce that is resilient and equipped for the future.

Future studies conducted on Generation Z's perception of AI and the nature of the labor market are recommended to consider a range of important points. Longitudinal research might be useful as members of this age group gradually enter the labor market and changes in perceptions over time regarding AI can be assessed. Sector-specific analyses may inform our understanding of the impact of AI on different industries and within the current hybrid office environment, it may be important to research the perception of such issues in contexts that involve working remotely. Employers' views on the diversity of skill sets within an AI career can also hint at the relevance of soft skills alongside technical ones. Cross-cultural comparisons carried out at different regions may aimed at understanding cultural factors affecting Generation Z's attitudes, and also focus groups may explore the generation's attitude towards AI ethics and politics in a more nuanced way.

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