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IMPACT OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES ON THE LABOR MARKET: FEATURES AND PROMISING AREAS OF DEVELOPMENT

The article notes the importance of the development of artificial intelligence technologies in the scientific, technical and social development of modern society. Widespread use of artificial intelligence contributes to the expansion of the scale of social reproduction, increasing the efficiency of public labor potential, and creating a large number of new jobs. In order to adapt to the current needs of technological change, the workforce must learn new skills.

The main theoretical provisions and definitions are given, the concept of artificial intelligence is presented. Artificial intelligence (AI) is defined as an artificial system consisting of software and hardware, functioning in the digital world. It analyzes the environment, collects data, draws conclusions based on available information or processes information, and decides what steps are best to take to achieve specific goals. By 2035, manufacturing, commerce, financial services, professional services and information technology are predicted to benefit most from artificial intelligence. Companies are increasingly incorporating artificial intelligence into their business functions. In 2024, the share of companies in the world using artificial intelligence was 55%. These trends entail a growing need for qualified specialists capable of developing and managing artificial intelligence technologies.

Keywords: artificial intelligence technologies, labor market, employment, training, intellectual potential, innovative technologies, management, digital economy.

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ВЛИЯНИЕ ТЕХНОЛОГИЙ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА НА РЫНОК ТРУДА: ОСОБЕННОСТИ И ПЕРСПЕКТИВНЫЕ НАПРАВЛЕНИЯ РАЗВИТИЯ

В статье отмечается важность развития технологий искусственного интеллекта в научно-техническом и социальном становлении современного общества. Широкое применение искусственного интеллекта способствует расширению масштабов общественного воспроизводства, повышению эффективности общественного трудового потенциала, созданию большого количества новых рабочих мест. Чтобы адаптироваться к современным потребностям технологических изменений, рабочая сила должна обучаться новым навыкам.

Приводятся основные теоретические положения и определения, обосновывается концепция искусственного интеллекта. Искусственный интеллект (ИИ) определяется как искусственная система, состоящая из программного и аппаратного обеспечения, функционирующая в цифровом мире. Она анализирует окружающую среду, собирает данные, делает выводы на основе имеющейся информации или обрабатывает информацию, а также принимает решения о том, какие шаги лучше всего предпринять для достижения конкретных целей. По прогнозам к 2035 г. наибольшую отдачу от искусственного интеллекта получат производство, торговля, финансовые, профессиональные услуги и информационные технологии. Компании стали чаще внедрять искусственный интеллект в свои бизнес-функции. В 2024 г. доля компаний в мире, использующих искусственный интеллект, составляла 55%. Эти тенденции влекут за собой рост потребности в квалифицированных специалистах, способных разрабатывать и управлять технологиями искусственного интеллекта.

Ключевые слова: технологии искусственного интеллекта, рынок труда, занятость, обучение, интеллектуальный потенциал, инновационные технологии, управление, цифровая экономика.

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Introduction. Nowadays, artificial intelligence is increasingly being implemented in various spheres of life, including business, science, medicine, and others. One of the main areas of artificial intelligence (AI) use is the automation of various processes, which helps to increase work efficiency and reduce personnel costs. However, along with this, the development of AI is inevitably bringing changes to the labour market. AI can be used to automate a wide range of tasks, from data entry and record keeping to maintenance and support. The relevance of the chosen topic is due to the following facts: AI systems are becoming more and more integrated into the daily life of society every year and generate many ethical problems.

On the one hand, artificial intelligence is seen as a boon that enables the analysis, optimisation and automation of technological, computational and production processes, thus opening up new opportunities for the development of science and technology. On the other hand, the delegation of such a large array of human activities to computing machines opens up a whole range of ethical problems related to the vulnerabilities discovered in these systems: the threat to the security of personal data, ambiguity in decision-making, and uncertainty about the humanity of using this technology [1]. Apart from the ethical aspects of the application of artificial intelligence, it is also worth noting the socio-economic implications, with unemployment and a widening wealth gap inevitably following the automation of human labor.

Main part. The concept of artificial intelligence has been proposed for nearly seventy years. From the initial germination to the leap development today, artificial intelligence has experienced countless twists and turns and breakthroughs. It has not only promoted the progress of computer science and related fields, but also brought earth-shaking changes to public lives. In the future, with the continuous development of technology and the continuous progress of society, the application prospects of artificial intelligence will be broader [2]. Currently, there is no universal and generally accepted definition of AI. This is due to the fact that the concept of AI is constantly evolving, which makes it difficult to define precisely from a terminological perspective. At the international level, according to a study by the European Commission, artificial intelligence is defined as “an artificial system, consisting of software and possibly hardware, operating in the physical or digital world. It analyzes the environment, collects data, draws conclusions based on available information or processes information based on this data, and makes decisions about what steps are best to take to achieve specific goals” [2, 3]. In scientific literature, it is customary to consider the concept of artificial intelligence in a broad and narrow (specialized) sense. One or another approach to defining the concept of artificial intelligence will largely depend on the goals of developing such a concept and its further application.

Some authors give a broad definition of artificial intelligence as a computerized system that exhibits behavior that is widely perceived as requiring intelligence. Others define artificial intelligence as a system that can rationally solve complex problems or take appropriate actions to achieve its goals regardless of the conditions [2–6].

Artificial intelligence plays an important role in research because artificial intelligence is based on the mechanisms that generate intelligence and the ability to learn.

Artificial intelligence is also of considerable interest for at least two reasons: to gain insight into the inner workings of the human mind, and to create useful computer programs and computers that can act intelligently.

While the boundaries of the concept of artificial intelligence may be blurred, it is important to remember that the fundamental goal of research and application of this kind of technology has always been the automation or recreation of intelligent behavior.

According to the standard definition, artificial intelligence is the theory and development of computer systems capable of performing tasks that require human intelligence, such as visual perception, speech recognition, decision making, and translation between languages.

Artificial intelligence includes many functions, including (but not limited to):

1) learning of various types, including deep learning;

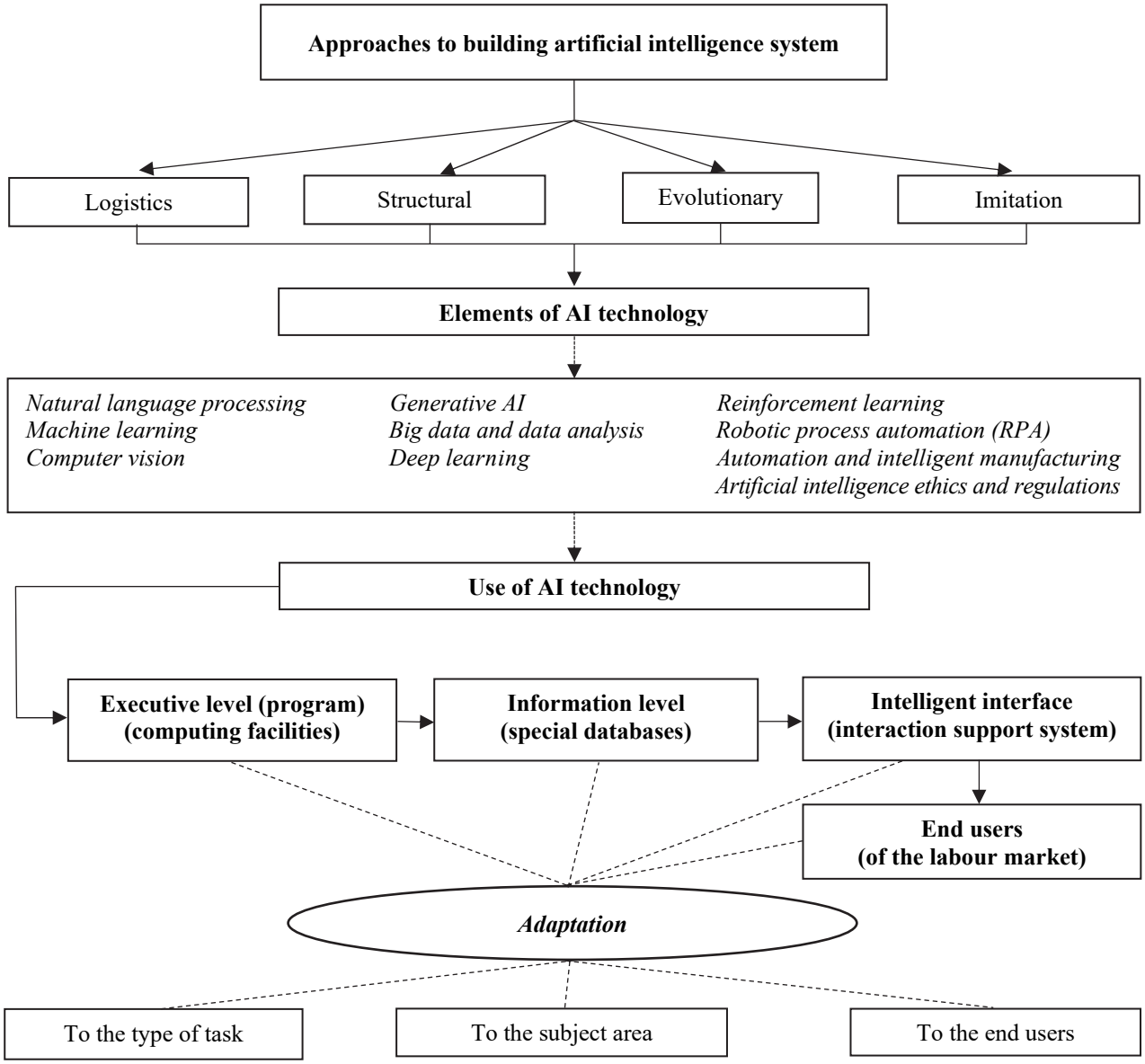
2) understanding or having deep knowledge required to solve problems specific to particular fields, including, for example, bisness or law;

3) reasoning of various types, including deductive, inductive, probabilistic, etc.;

4) interacting with people or other machines to jointly perform tasks and self-learn.

Next, we will introduce a detailed map of the essence of the concept of artificial intelligence, including the definition, technical scope, elements of AI technology, usage levels of AI technology, characteristics, application areas, potential impact, as well as approaches to building artificial intelligence system, the challenges and problems faced by AI (fig. 1).

Business seeks to use artificial intelligence instead of people and attract investments to robotize production processes at the enterprise for various reasons. For example, such as ensuring consistently high product quality; reducing the production cycle; increasing production volumes; increasing technological flexibility of production; saving production space; reducing staff turnover and minimizing problems associated with the human factor; maximizing profits due to cost savings [7].



Source. Authors' own development.

Fig. 1. Conceptual scheme for the construction of artificial intelligence technologies

However, the development of artificial intelligence is causing an acute problem in the labor market. Artificial intelligence is replacing mainly workers who perform routine work and low-skilled workers. This includes the bureaucratic apparatus, conveyors, production lines, etc. People who have lost their jobs are having increasing difficulty finding work, as supply in the labor market exceeds demand several times. New professions are emerging gradually. They are mainly associated with highly intellectual work and require higher education in a specialty related to the new profession. Low-skilled workers often do not have the money they can spend on retraining or obtaining higher education. Consequently, unemployment and social tension in society are growing.

However, it should be noted that the development of artificial intelligence does not always lead to the disappearance of professions. Some specialties, on the contrary, are becoming more in demand thanks to the use of AI, among them:

– data scientist. These are specialists who create systems that can process large amounts of data, analyze them and form conclusions. Data scientists teach computers self-learning, which is the basis for the full-fledged operation of AI. And now there is a strong shortage of machine learning specialists;

– automation architects. They create algorithms for all necessary processes. That is, scenarios for the behavior of robots under various conditions;

– copywriters who create texts for dialog interfaces and bots. This is rather a modernization of an existing profession. If earlier such specialists wrote scripts for support service and sales department employees, now they are working on building effective communications between a robot and a person;

– intellectual property lawyers. Analysts from the consulting company Glassdoor Economic Research are convinced that this area will be in great demand in the near future;

– system operators. The automatic control systems that are being implemented now cannot be called strong. They can make mistakes (although rarely), and do not always demonstrate the necessary level of flexibility in the decision-making process. For this reason, a person is needed to monitor the system. His activity will be minimal, but this does not reduce the importance of such work. For example, in Asian countries there are high-speed train networks that are controlled by a program. The driver's functions are reduced to process control, observation and dispatching. The train is able to independently identify an obstacle on the track and make a decision to stop. And it will start moving only after the dispatcher reports that the problem has been resolved [7, 8].

The introduction of AI is expected to have a significant impact on the economy. Artificial intelligence will allow companies to reduce the costs of performing production and routine tasks. These processes will proceed faster, without loss of efficiency or with an increase in productivity.

According to economists, there will be a problem with the replacement of specialists and a shortage of vacancies for a short time. This effect is called skills and technologies mismatch – a discrepancy between technologies and labor skills.

But many analysts are confident that a little time will pass, and new professions will appear, within which people will be noticeably more effective than AI.

The following will be in demand:

1) emotional and cognitive work;

2) flexible strategic management;

3) training people;

4) management of human relations within a separate company, etc.

As a result, people will get new jobs, but in a different specialty. And companies, with the help of competent automation, will be able to:

– save time, labor and money resources;

– receive an increase in income against the background of improved production or the process of providing services.

It is safe to say that automation is inevitable in almost all areas of human activity. In the current reality, it is no longer worth hoping that you can master one profession and work in it all your life. It may become the norm for a modern person to change their specialty every few years. And those people who lose their jobs due to artificial intelligence will always be able to take effective retraining courses. And with a high degree of probability, such courses will also be conducted using artificial intelligence technologies.

Obviously, all these tasks cannot be covered by just one type of artificial intelligence. For each task, a separate artificial intelligence technology will be developed (or already exists) that will be applied in the labor market. Next, we will move on to examine the most common types of artificial intelligence technologies in the labor market. We have identified the following types [7–9]:

1. Natural language processing (NLP). Natural language processing is an important field of artificial intelligence that enables computers to understand, interpret, and generate human language.

In the labor market, NLP technology is widely used in scenarios such as intelligent customer service, chatbots, and intelligent assistants, which can automatically process large amounts of text information and provide efficient customer service.

For example, WPSAI is an AI work assistant that can understand natural language and generate corresponding replies. It can provide fast and accurate help when processing tasks such as documents and emails.

2. Machine learning (ML). Machine learning is one of the core technologies of artificial intelligence, which enables computers to automatically learn and improve from data.

In the labor market, machine learning technology is widely used in data analysis, predictive modeling, image recognition and other fields.

For example, in human resource management, machine learning technology can predict employee turnover rate, promotion potential, etc. based on employee performance data, training records and other information, providing companies with more scientific and accurate talent management solutions.

3. Computer vision (CV). Computer vision technology enables computers to "see" the world like human eyes and understand information in images and videos.

In the labor market, computer vision technology is widely used in security monitoring, autonomous driving, medical imaging diagnosis and other fields.

For example, in the manufacturing industry, computer vision technology can automatically detect product quality and improve production efficiency and product quality.

4. Generative AI. Generative AI is a type of AI that can generate new outputs similar to human creativity.

In the labor market, generative AI technology is widely used in artistic creation, news writing, advertising creativity and other fields.

For example, in the field of content creation, generative AI can assist creators in generating article outlines, composing poems, generating advertising copy, etc., to improve the efficiency and quality of creation.

5. Big data and data analysis. Big data and data analysis technologies enable organizations to extract valuable information and insights from massive amounts of data.

In the labor market, these technologies are widely used in market research, consumer behavior analysis, enterprise decision support and other fields.

For example, in the field of sales, big data and data analysis technologies can help companies analyze consumer purchasing behavior, predict market trends, and develop more accurate sales strategies.

In short, there are rich and diverse types of artificial intelligence technologies in the labor market, and they play an important role in different fields and industries. With the continuous development and innovation of technology, artificial intelligence will bring more changes and opportunities to the labor market in the future. Of course, the following is a further expansion and deepening of the above content.

6. Deep learning. Deep learning is a subset of machine learning. It simulates the working principle of the human brain neural network and learns and understands data by building a deep neural network model.

In the labor market, deep learning technology has attracted much attention due to its powerful learning and processing capabilities, and is widely used in many fields such as image recognition, speech recognition, and natural language processing.

For example, in the field of speech recognition, deep learning technology enables devices such as voice assistants and smart speakers to more accurately recognize and understand users' voice commands, providing a more convenient interactive experience.

7. Reinforcement learning. Reinforcement learning is a technology that allows computers to learn and optimize decisions through trial and error. It is based on a mechanism of rewards and penalties, which enables computers to find the best behavior strategy through continuous trials and feedback without explicit guidance.

In the labor market, reinforcement learning technology is applied to robot control, automated production, intelligent transportation and other fields. Through reinforcement learning, robots can autonomously learn and optimize production processes to improve production efficiency and quality.

8. Robotic process automation (RPA). Robotic process automation is a technology that uses software robots to perform repetitive and regular tasks. It simulates human operations on computers and automatically completes tasks such as data entry, report generation, and email sending.

In the labor market, RPA technology is widely used in finance, human resources, customer service and other fields that need to handle a large number of repetitive tasks. The introduction of RPA technology can greatly improve work efficiency and reduce labor costs.

9. Automation and intelligent manufacturing. Automation and intelligent manufacturing technologies realize the automation and intelligence of the production process by introducing advanced production equipment and systems. These technologies include automated production lines, intelligent warehousing systems, unmanned delivery vehicles, etc.

In the labor market, automation and intelligent manufacturing technologies are of great significance in improving production efficiency, reducing production costs, and ensuring product quality. At the same time, they have also had a profound impact on the structure of the labor market and promoted career transformation and upgrading.

10. Artificial intelligence ethics and regulations. With the widespread application of artificial intelligence technology, the ethical and regulatory issues of artificial intelligence have become increasingly prominent. How to ensure the development of artificial intelligence technology while protecting personal privacy, data security, fairness and justice has become an urgent problem to be solved.

In the labor market, AI ethics and regulatory issues are equally important. Enterprises need to actively explore and apply AI technology on the basis of complying with relevant laws and regulations, while paying attention to the rights and development of employees. The government and all sectors of society also need to work together to formulate and improve relevant laws and regulations and standards to promote the healthy development of AI technology.

In summary, AI technology in the labor market is diverse and developing rapidly. The application of these technologies not only improves work efficiency and quality, but also promotes changes and upgrades in the labor market. However, while applying AI technology, we also need to pay attention to the problems and challenges it may bring, and take corresponding measures to solve them.

The value of the artificial intelligence market is expected to reach 420 bill US doll. in 2025. At the moment, the market is estimated at 208 bill US doll. According to forecasts, in 2030, the artificial intelligence market will grow sixfold and amount to almost 2 trillion US doll. The artificial intelligence market is growing by 20% every year (fig. 2). Artificial intelligence is used in such industries as software, insurance, banking, telecommunications, healthcare, manufacturing, retail, marketing and many others. According to forecasts, by 2035, the industries that will benefit most from AI will be manufacturing, trade, financial services, professional services and information technology.

Artificial intelligence is rapidly conquering the global labor market. The share of companies in the world that are already using AI in 2024 has increased to 55% – this is approximately 266 million organizations. 38% of companies was implemented AI in 2024 and 42% are exploring the possibility of doing so. This indicates that AI technologies are becoming an integral part of business processes and development strategies. Companies are realizing the potential of AI in increasing efficiency, optimizing costs and improving customer service. Many organizations are starting to use machine learning and data analysis to make more informed decisions, which allows them to remain competitive in the market. Fig. 3 shows the share of companies in the world that are already using AI in at least one of the business functions.

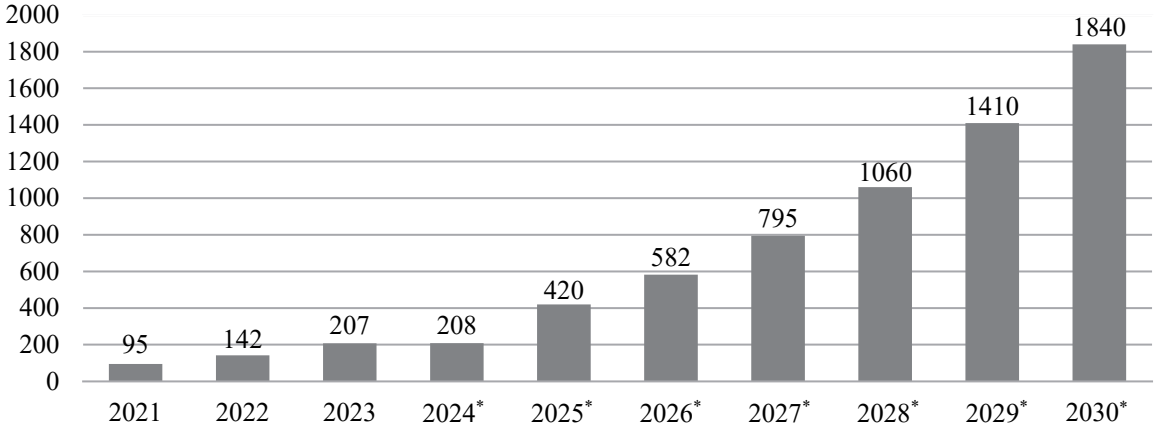


Fig. 2. International AI market size (2021–2030), bill US doll. (2024*–2030* – forecast) [10]

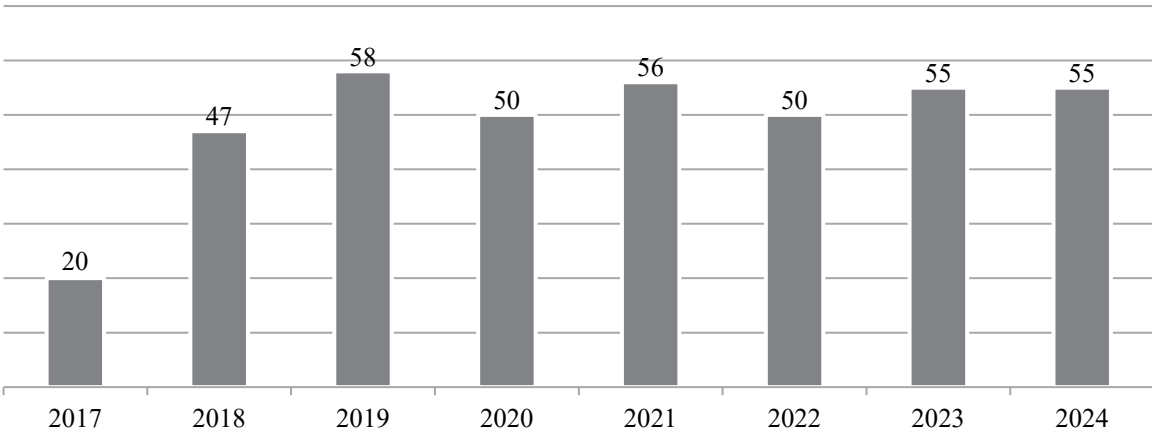


Fig. 3. Share of companies worldwide that are already using AI, % [10]

It is becoming clear that the share of companies in the world that are already using AI is increasing every year. This is a concern for experts. Many people fear that artificial intelligence will displace people from the labor market and this will lead to a serious employment crisis. By 2030, about 38% of jobs in the US and 30% in the UK may be at risk of automation. In some industries, such as manufacturing (45%), wholesale and retail (42%), the risk is even higher.

High-income jobs are less susceptible to automation than low-skill jobs. 400 million people could lose their jobs due to the development of AI. But the impact of artificial intelligence will not necessarily lead to a reduction in labor demand. New tasks and jobs will appear that may require a different set of skills.

By 2025, AI will create jobs for 97 million people. AI is expected to increase employee productivity by 40% by 2035.

In 2022, 39% of companies hired programmers for their skills and knowledge in the field of artificial intelligence, 35% hired data engineers.

Also in demand then were the following professions: machine learning engineer; data architect; AI product manager; web designer; data visualization specialist; translator.

Globalization, progress in artificial intelligence and other factors have a great impact on the development of the labor market in China. In 2026, the AI industry in China, the second largest economy in the world, is expected to be valued at about 40.6 bill US doll. (AI growth in Chinese companies will be 39.1% on average). According to forecasts, by 2030, China will account for more than a quarter of the global AI market, namely 26.1%. The number of Chinese specialists in the field of artificial intelligence is already growing, which contributes to the creation of new jobs and the transformation of existing professions [1, 11–15].

Today, 38% of Chinese specialists work in American companies, which is the largest percentage among foreign specialists in American institutions. This trend is due to the fact that leading universities and research centers in China are currently actively implementing training programs in the field of AI, and therefore the number of specialists in the field of AI is steadily growing. In addition, the Chinese government is a strong supporter of high-tech initiateves, and the country has been a leader in AI patents for many years, demonstrating China's determination to shape and influence a technology that could have broad implications for the world's richest economies.

According to statistics from the Ministry of Finance, from 2012 to 2021, a total of 33.5 trillion yuan was invested in the development of artificial intelligence in education, which averaged an annual increase of 8%. The financial investments were made in accordance with the "Ten-Year Plan for the Development of Education Informatization (2011–2020)" published by the Ministry of Education in June 2011 [11]. Chinese scientists are currently working actively in this research area. The country is among the top 5 countries in terms of AI research. As global scientific research leaders, China and the United States account for the vast majority of research share, while the remaining papers are contributed by Europe and Asia-Pacific countries.

The trend towards the implementation of artificial intelligence in business processes will soon demonstrate an even wider scale and this will undoubtedly have an impact on the labor market in China. In this regard, we would recommend paying attention to increasing funding for this new development area. Financial resources can be directed to the development of education and professional training and retraining in the field of mastering artificial intelligence tools. Particular attention should be paid to funding this educational area in rural areas, where not all residents can afford paid educational courses. Attention should also be paid to supporting research activities in the field of AI. Theoretical and practical research in this area will be useful for building a more detailed picture of the impact of AI on jobs and the quality of work in order to better use the potential of AI to improve working conditions. Finally, attention should be paid to the legal side of the issue. The existing regulatory framework needs to be updated to take into account the risks of using AI in the workplace. To date, China has already developed and successfully implemented regulations on AI training and the provision of AI-related services, but the country still lacks a solid legal framework for the use of AI in the workplace. The above recommendations will help strengthen the further development of artificial intelligence in China and reduce the negateve impact of this process on the national labor market.

Conclusion. The application of artificial intelligence has brought a wide range of opportunities and potential, but it also comes with a number of obstacles and risks. In order to fully utilize the benefits of AI technology and avoid its potential negative consequences, governments need to strengthen their work in technical research, legal design, regulatory oversight, and ethical education. Only in this way can humanity ensure the healthy and sustainable development of AI technology and make greater contributions to the progress and prosperity of human society.

Today, the world needs reliable, safe, and scalable artificial intelligence technology. This is the practical area of knowledge that scientists should start working on. Although today's artificial intelligence technology has increased in efficiency and quality compared to past technologies, it is still vulnerable in terms of security. Extensive theoretical and practical work in this area is ahead.

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