iJRASET
International Journal For Research in Applied Science and Engineering Technology

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** IV **Month of publication:** April 2025

DOI: https://doi.org/10.22214/ijraset.2025.67787

www.ijraset.com

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue IV Apr 2025- Available at www.ijraset.com

AIs Impact on Future Generation

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Abstract: ***Artificial intelligence (AI) is rapidly transforming the way we live and work, affecting a wide range of industries and job markets. In this research paper, the focus will be on exploring the potential impact of AI on the future of work and the labor market. This study will examine the current state of AI adoption in various industries, the expected growth of AI usage, and the potential consequences of this growth for the job market, including the displacement of certain jobs, the creation of new jobs, and changes in the skill requirements for workers. Additionally, the paper will examine the ethical considerations surrounding AI and its impact on the workforce, including issues such as job loss, income inequality, and the responsibilities of businesses and governments in managing the transition to an AI-powered workforce. The impact of the implementation of artificial intelligence (AI) on workers' experiences remains under examined. Although AI-enhanced processes can benefit workers (e.g., by assisting with exhausting or dangerous tasks), they can also elicit psychological harm (e.g., by causing job loss or degrading work quality). Given AI's uniqueness among other technologies, resulting from its expanding capabilities and capacity for autonomous learning, we propose a functional identity framework to examine AI's effects on people's work-related self-understandings and the social environment at work. We argue that the conditions for AI to either enhance or threaten a worker's sense of identity derived from their work depends on how the technology is functionally deployed (by complementing tasks, replacing tasks, and/or generating new tasks) and how it affects the social fabric of work. Also, how AI is implemented and the broader social validation context play a role. We conclude by outlining future research directions and potential application of the proposed framework to organizational practice.***

Keywords: ***Artificial intelligence, complementing tasks, generating tasks, identity threat, meaning of work, replacing tasks, technological change***

Background: ***The swift progress in artificial intelligence (AI) and automation technologies has ignited lively debates about the future of work. These innovations have the power to change industries, redefine job roles, and alter the workforce landscape. As these technologies advance, it is crucial to grasp their effects on different sectors and get ready for the opportunities and challenges they present.***

I. INTRODUCTION

Artificial intelligence is the nervous system of everything tech-related. Every passing day, this sector is making formidable strides forward and altering the way we conduct our business and affairs in the modern world. The implementation of Al technology in healthcare, retail, finance, and many other industries has improved efficiency, productivity, and accuracy, alongside a myriad of other benefits. However, even with its advancements, artificial intelligence poses a vast number of questions concerning the future of employment and its social implications. In the business realm, the employment of Al has been a hotly debated topic, with different experts pinpointing particular advantages and disadvantages to workers and companies alike. The partiality of different stakeholders differs, Al is purported to assist in task automation which eventually results in heightened focus on value-adding and creative activities by employees. Thus resulting in improved productivity and efficiency and new job opportunities sprouting in the fields of data analysis and Al development. The term "Al" refers to the ability of machines to perform actions which typically demand human attributes and functioning, such as visual reception, voice recognition, language translation, decision making among other things. There has been fierce research and interest revolving Al for the past few decades, and even more so recently. Although artificial intelligence (Al) has the capacity to completely transform society, worries about how it will affect the economy, healthcare, education, and jobs are mounting. This paper aims to investigate the future of artificial intelligence and its possible social ramifications. The study specifically attempts to look into the possible advantages and disadvantages of artificial intelligence (Al), how it affects several facets of society, including the economy, healthcare, education, and employment, as well as the risks and difficulties that come with using it. Along with addressing the ethical issues surrounding Al's application in society, the paper will offer suggestions for future research directions and policymakers to guarantee that the technology's development and application are open, accountable, and impartial. The nature of contemporary labour is changing due to automation and artificial intelligence (Al). Many businesses nowadays are using automation to improve productivity and streamline processes.

Workflow management systems and automated scheduling are two examples of technologies that have become essential to corporate operations and have decreased the need for manual intervention. Organizational data management and access are being revolutionized by Al in particular. Al is generating new employment opportunities that call for specific skills by making data analysis and decision-making simpler. However, employment that needs manual labor or repetitive tasks-which are increasingly becoming automated-are also seriously threatened by this technological innovation. According to one viewpoint, automation and artificial intelligence are creating new jobs that need knowledge of technology and Al, creating a need for workers with these abilities. However, these developments are also causing job displacement, especially for people who are not tech-savvy and depend on manual labour.Artificial intelligence (AI) is an ever-evolving field that has significantly changed how we live and work in recent years. Its integration into various sectors, including healthcare, finance, and retail, has introduced numerous advantages, such as enhanced efficiency, accuracy, and productivity.

However, as AI continues to expand its presence in the global economy, it also raises concerns regarding its effects on the job market and the future of work. The role of AI in the workforce has sparked considerable debate, with experts forecasting both positive and negative outcomes for employees and businesses alike. On one side, AI can automate repetitive tasks, allowing workers to concentrate on more creative and value-driven activities. This shift can result in greater efficiency and productivity, as well as the emergence of new job opportunities in fields like data analysis and AI development.

A. Objective

The research paper focuses on the future of work in light of the advances in AI. By looking at the current stage of adoption of these technologies, we hope to explore their possible effects in various sectors, including manufacturing, healthcare, finance, transportation, logistics, and education. We will also explore the challenges and opportunities associated with the increasing integration of AI, along with potential policy and regulatory implications. Lastly, we will present future scenarios and predictions to provide insights into the possible outcomes of this transformative era.

B. Impact

The Impact of Artificial Intelligence on the Future of Work and the Labor Market. AI has the potential to displace certain jobs, especially in sectors like manufacturing and retail, where automation is already taking hold. This job displacement poses new challenges for workers, particularly those with limited skills and education, and can worsen existing inequalities in the job market. Additionally, the integration of AI into the workforce brings up significant ethical issues, such as the responsibilities of business and governments in managing the shift to an AI-driven workforce, the potential for job and income loss, and the effects on social and economic disparities. As the work landscape evolves rapidly in the age of AI, it is crucial to grasp the possible implications of AI for the labour market and to guide policy decisions that promote a fair and just transition for both workers and businesses. This research paper seeks to shed light on the effects of AI on the future of work and the labour market by exploring the current state of AI adoption across various industries, the anticipated growth in AI usage, and the potential impacts on employment. The study will also address the ethical considerations related to AI and its influence on the workforce, including concerns about job loss, income inequality, and the obligations of business and government.

II. WHAT IS AI, AND WHY IS AI DIFFERENT

The term “AI” stands for “a collection of interrelated technologies that help solve problems typically requiring human thinking” (Walsh et al., 2019, p. 2). The progress we see in AI can be credited to better access to data (often called big data), increased computational power, and improved modeling techniques, like neural networks. “AI” encompasses a variety of technologies that utilize different computational methods, especially machine learning. This involves computer systems learning in ways that mimic human intelligence (Walsh et al., 2019). Using straightforward methods (like decision trees) or more intricate ones (such as artificial neural networks or deep learning), AI can sift through large data sets by employing learning processes that are either supervised (where a human guides the learning) or unsupervised (where the machine learns independently from the data; Walsh et al., 2019). Common techniques often labeled as AI also include natural language processing (which deals with analyzing and generating text) and pattern recognition (which focuses on finding connections within data sets; Walsh et al., 2019).

Right now, all forms of AI we have are considered narrow AI. This means that while this technology can handle specific tasks—like reviewing résumés—it can't easily apply what it learns to different areas, such as driving a car after just learning to assess résumés. Even though "narrow" might sound limiting, AI actually surpasses humans in many tasks thanks to its incredible speed, accuracy, and ability to process large amounts of data (Walsh et al., 2019, p. 34).

There's still a lot of discussion about when, or even if, AI will reach a level of intelligence comparable to humans. Meanwhile, society is buzzing with debates—often filled with concern—about the rapid advancement of AI and what it means for our future. This conversation is heavily shaped by how popular culture portrays these technologies and the ongoing discussions about the future of work (Cave et al., 2018).

There are several key ways that AI stands apart from earlier technologies. For one, the advanced predictive and forecasting skills of machine-learning algorithms, especially through unsupervised learning, allow AI to tackle tasks that we usually think of as requiring human intelligence. As AI learns from vast amounts of data, the quality of that data—like how well it represents different groups—and the methods used to access and protect it raise important questions about the growing trend of "datafication" in workplaces and the fairness of the results AI produces. The introduction of AI also brings up concerns regarding workers' privacy and autonomy. Because neural network models operate in a way that can feel like a black box, even the designers and users of AI can struggle to understand how decisions are made, which raises issues around accountability and transparency. Additionally, while AI has impressive technical capabilities, it also shapes how people perceive the technology. For instance, the way AI learns on its own and operates independently can lead some to view it as a sort of social entity that acts on behalf of humans, which can affect how workers see themselves in relation to their jobs (Brunn et al., 2020; Endacott, 2021).

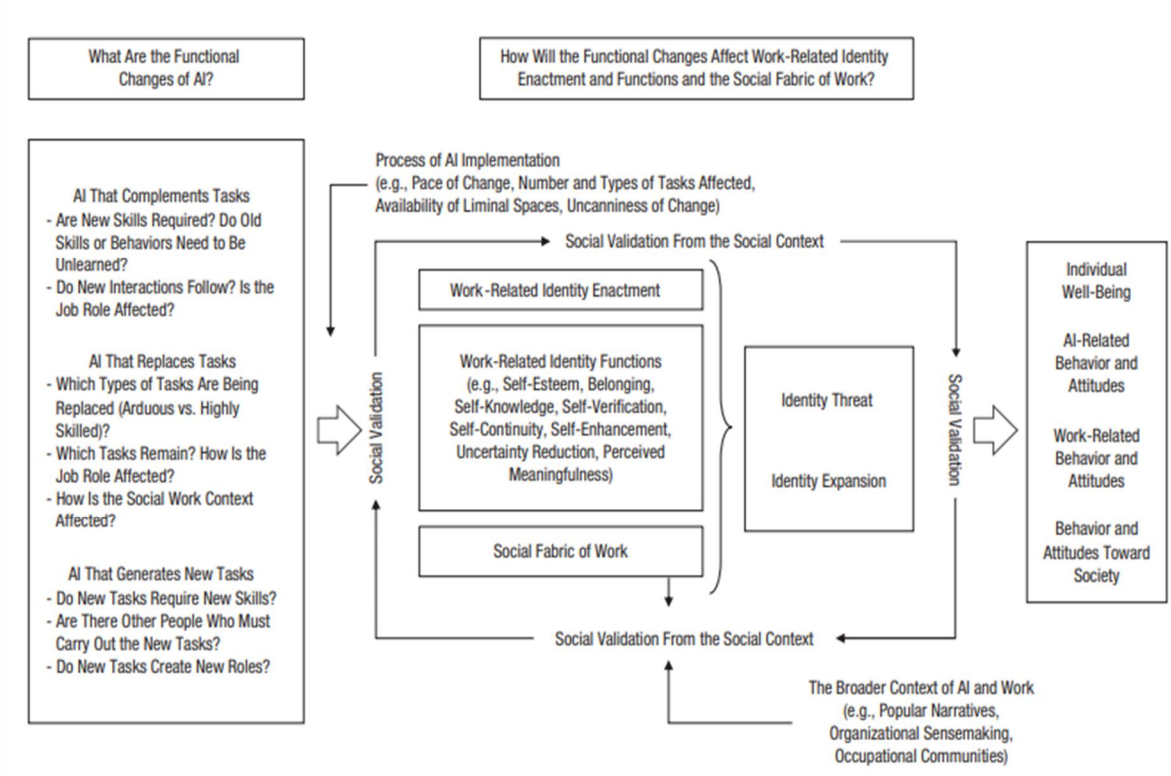
III. A FUNCTIONAL-IDENTITY FRAMEWORK FOR AI

When we look at how AI impacts workers, it's important to focus on what the technology can actually do and how it influences specific job tasks (Brynjolfsson & Mitchell, 2017; Das et al., 2020). In practical terms, AI can (a) enhance and assist current human tasks, (b) take over some human jobs, or (c) create entirely new tasks and roles for people (Acemoglu & Restrepo, 2020; Brynjolfsson & Mitchell, 2017). The effect of AI on different jobs will vary based on the nature of the tasks—like how structured or repetitive they are—and also on economic and structural factors. For instance, jobs that depend heavily on information technology are likely to feel the impact of task substitution, replacement, and the creation of new tasks sooner and more intensely, leading to significant shifts in job structures (Das et al., 2020). It's also possible for AI-related changes, whether they're enhancements, replacements, or new tasks, to occur at the same time across various aspects of a job (Brynjolfsson & Mitchell, 2017). The figure below illustrates how we can better understand the changes and challenges that come with implementing AI by using a functional-identity framework. When a nonhuman "intelligent" actor is introduced (or is about to be), it requires us to make sense of the situation, which in turn influences how workers perceive themselves and their experiences at work. This can create both threats to their work-related identity and opportunities for enhancement, ultimately impacting their well-being, behavior, and attitudes. To figure out the most likely responses, we should consider a couple of key questions: (a) What functional changes in work are expected, and what challenges might arise from using AI in a specific context? and (b) How will these changes and challenges influence the way important work-related identities (like occupational, role, and organizational identities) are enacted, along with their functions (such as belonging, self-esteem, and self-enhancement) and the overall social dynamics at work (including team composition and organizational hierarchies)? Additionally, the responses will also depend on certain conditions. The process of change that comes with AI implementation will shape how employees react. Important factors to consider include the number and type of tasks impacted, the speed of change, and the social context surrounding the implementation, both in and out of the workplace.

Work-related identities are all about "who you are" and "what you do" in the context of your job. They're shaped by the social groups you connect with and the behaviors that are typical for those groups, providing essential social recognition for those actions (Ashforth & Schinoff, 2016; Nelson & Irwin, 2014). The workplace is a rich ground for social self-categorization, allowing individuals to see themselves as part of a profession, an organization, or a team. People tend to align their actions with the norms of their social groups at work, which helps them gain that all-important social recognition. Moreover, these work-related identities serve several key functions. They can boost self-esteem and create opportunities for finding meaning, belonging, and a sense of competence (see Ashforth & Schinoff, 2016). Additionally, work environments—especially teams, colleagues, and supervisors, along with their organizations and professional communities—can provide the social validation needed to reinforce these work-related identities and ensure they serve their intended purposes. To really grasp the significant changes brought on by AI, workers will need to reflect on what these shifts mean for their work identities, how they fulfill their identity needs (like self-esteem), and how they express identity-related behaviors through their jobs. This is why the impact of AI on work depends on whether it poses threats or offers enhancements to those identities and their functions. When identities and their functions feel threatened, undermined, or even lost, it can be quite distressing for the individual, affecting their overall well-being and triggering various identity-protective reactions (Petriglieri, 2011).

On the flip side, if AI-driven changes bolster identity functions and help individuals move closer to their ideal work selves, they can reshape, adapt, and broaden their work identity (Endacott, 2021). Theoretically, all of this will have implications not just for the individual, but also for their attitudes and behaviors towards AI, the transformed workplace, and potentially society as a whole (Craig et al., 2019; Nelson & Irwin, 2014; Petriglieri, 2011). People may respond differently based on their identities, and this variation can also stem from how AI is rolled out, as mentioned earlier.

Sensemaking isn't just a one-off event; it unfolds within a social setting that helps validate new behaviors and shifts in identity, making those changes more likely to stick (Ashforth & Schinoff, 2016). When AI alters key tasks, it can reshape occupational boundaries and, in turn, impact team dynamics and organizational structures, ultimately transforming the very fabric of our work lives (Craig et al., 2019). Additionally, the larger context—be it organizational, occupational, or societal—plays a crucial role in identity shifts, as it sets up a framework of norms and expectations that guide our sensemaking (Endacott, 2021). In the sections that follow, we'll use this framework to explore the potential identity impacts linked to three primary workplace functions of AI.



A framework of functional task changes related to implementation of artificial intelligence (AI), the effects of these changes on work-related identity, and individual, work-related, and societal outcomes. Functional task changes caused by AI can affect identity enactment, work-related identity functions, and/or the social fabric of work in various ways, which can lead to identity threat or enable identity expansion, depending on processes of implementation but also the broader context of work. This identity change processes are embedded in a changing social context, which acts as a source of social validation and can support identity changes.

IV. LITERATURE REVIEW

Tyson, L. D., & Zysman, J. (2022). Observed that, Automation and AI enhance efficiency and reduce costs compared to human work, but they can lead to job displacement. While some jobs may be lost, these technologies also create new opportunities and can improve productivity. Adapting through reskilling is crucial to managing the impact on employment. Artificial intelligence significantly impacts work and workers by automating tasks that were traditionally performed by humans. AI technology enables tools and machines to complete tasks more efficiently and quickly than human beings. Automated robots are increasingly used to perform jobs that require physical presence, leading to a reduction in the need for human labor. As a result, job displacement occurs, meaning that certain jobs are eliminated or transformed. Additionally, the nature of work itself changes as AI takes over various tasks, reducing the overall workload for humans.

Moradi, P., & Levy, K. (2020). Sheffi, Y. (2024). Stated that, Artificial intelligence (AI) is revolutionizing the workplace by creating new job opportunities that require specialized technology and AI skills. As organizations adopt AI, they experience increased demand and market competitiveness. However, AI cannot fully replicate human processing capabilities. It requires human oversight to maintain and develop AI tools, ensuring that the technology is effective and ethical. This symbiotic relationship between AI and human workers highlights the importance of continuous skill development in the workforce.

Badet, J. (2021).Automation will create new jobs, but it will also lead to the replacement of many existing jobs in various industries. As automation takes over a majority of tasks, many human jobs will be replaced. However, this shift will also create new technological jobs that require specialized skills to manage, maintain, and improve automated systems. To operate effectively, industries will need to integrate both automation and human power. This balance ensures that industries can leverage the efficiency of automation while also benefiting from human creativity and problem-solving abilities. Nowadays, automation often leads to job dissatisfaction, particularly as routine-based tasks are increasingly displaced by automated systems. This displacement is most common in production activities, where automation significantly boosts productivity. However, the impact of automation can negatively affect employment demand and wages. Employees may experience dissatisfaction as smart machines take over their tasks, leading to fears of job replacement. This fear can cause mental stress, ultimately hindering innovation and affecting the economy. Balancing the benefits of automation with the need for job security and employee well-being is crucial for sustainable economic growth.

Schwabe, H., & Castellacci, F. (2020). Lazaroiu, G., & Rogalska, E. (2023) Studied that, Artificial intelligence (AI) and automation will fundamentally transform production and the labor market. AI will redefine employee tasks by leveraging data, requiring workers to acquire skills related to AI technologies. AI, rooted in internet automation, helps organizations grow by efficiently collecting and analyzing customer data. This transformation will create new jobs focused on technology and automation skills. As AI continues to evolve, it will necessitate a workforce knowledgeable in these advanced technologies, ensuring organizations remain competitive and innovative.

Acemoglu, D., & Restrepo, P. (2018).Automation and artificial intelligence (AI) will significantly impact both the product and labor markets. These technologies create demand in the labor market for individuals with advanced technical skills, leading to increased wages and opportunities. However, automation and AI also replace many tasks previously performed by humans, creating a powerful displacement effect. This displacement can lead to reduced demand for certain jobs, impacting overall employment. While productivity and technological skill levels in the labor market are maintained or even enhanced, the displacement effects pose challenges for workers whose jobs are automated, requiring careful management and reskilling initiatives.

V. AI THAT COMPLEMENTS AND SUPPORTS EXISTING HUMAN TASKS

AI brings a whole new set of tools that can really enhance and support the work we already do. For instance, it can help with real-time monitoring or even step in when needed in our work environments—like using smartphone data to spot potential hazards (Howard, 2019) or organizing information better, such as optimizing schedules (Endacott, 2021). As workers start using AI, they might find themselves needing to pick up new skills, like getting comfortable with data analytics and learning how to assess data outputs. They may also have to let go of some old habits since the nature of their tasks is changing (Lanzolla et al., 2020). These shifts can impact how they see themselves at work, including aspects like self-esteem and a sense of belonging, which can ultimately influence their work-related identities (Ashforth & Schinoff, 2016).

Task-related changes are set to reshape the social dynamics of the workplace. For instance, some researchers suggest that incorporating AI into psychiatry demands not only data-management skills but also a strong collaboration with software engineers. This shift is redefining organizational structures and what it means to be a skilled medical professional (Brunn et al., 2020). Interview studies reveal that when work changes are imposed, they are often seen as threats to one's identity at first. However, workers can gradually come to terms with these changes if they find ways to adapt and reshape their identities (Chen & Reay, 2021). The outcome largely hinges on how AI is introduced—whether individuals have a say in the process and if the changes are rolled out gradually. Another important aspect is the presence of transitional safe spaces that encourage new learning and skill development, helping individuals adjust to new work-related identities (for example, viewing oneself as an information specialist instead of just a radiologist; Jha & Topol, 2016). Moreover, if AI enhances people's ability to fulfill certain identity goals (like improving their job performance and achieving personal growth), it can broaden work-related identities, making "working with AI" a positive aspect of one's professional identity (Endacott, 2021).

A. AI that Replace Human Tasks

AI-enhanced processes are stepping in to take over a variety of tasks that humans used to handle, whether they're the tedious and repetitive ones like pattern recognition and stock refilling, the everyday tasks such as scheduling and diagnostics, or even the more complex jobs that require skilled decision-making, like financial, legal, or policing decisions, and customer service. This shift brings about new identity challenges, especially when compared to AI that simply complements existing tasks. When AI takes over certain responsibilities, it can disrupt how workers see themselves in their professional roles, leading to a loss of continuity in their sense of self. This disruption can also hinder the fulfillment of identity-related needs that those tasks used to satisfy, such as self-esteem, certainty, and meaning (Endacott, 2021). On the flip side, if AI's takeover of specific tasks helps workers move closer to their desired identities—perhaps by eliminating barriers like high failure rates or social stigma—they might find it easier to adapt and embrace these changes (Endacott, 2021). Additionally, the way work is organized may shift as a result of these changes. For instance, dealing with a self-learning algorithm that behaves in a somewhat human-like manner can feel quite strange (Schafheitle et al., 2020). Plus, if decisions seem to be made without the right context or come off as arbitrary, trust in those decisions can wane (Raisch & Krakowski, 2021), leading to feelings of alienation or dehumanization.

If we start replacing tasks with machines and, in the process, replace people too, it's going to change the very essence of our work culture. This shift will impact how the workers who remain can affirm their professional identities (Endacott, 2021). Those who lose key parts of their jobs or even their entire roles will struggle the most with their sense of identity. So, how can they maintain their self-esteem and feel a sense of continuity and validation when the social categories that support those feelings are disappearing?

B. AI that Generates new Human Work Tasks

While AI certainly has the potential to replace some human jobs, it also opens the door to new tasks and roles. We're seeing the rise of what you might call "algorithmic occupations," which focus on training AI—like preparing tasks for automation and teaching the algorithms themselves. There's also a need for people to explain these changes to their coworkers, helping them understand and embrace the algorithmic outputs. Plus, we can't forget about the ongoing ethical considerations that come with using AI (Wilson et al., 2017). On a smaller scale, AI will bring about changes that create new responsibilities for workers, often requiring them to learn new skills. Naturally, people will have mixed feelings about these new tasks. Research shows that some individuals may grieve the loss of their traditional roles, cling to their existing professional identities, or even shy away from new responsibilities (Chen & Reay, 2021). However, if we can create supportive environments that encourage learning and help people reshape their identities, it's much more likely that they'll adapt and grow in response to these changes.

C. Identity Conditionality

The impact of functional changes on a person's sense of identity—whether it feels like a threat or an enhancement—hinges on a couple of key factors. It's not just about how these changes influence workers' self-perception and their ability to embrace their work-related identities; it also depends on (a) the way AI-related task changes are rolled out (like the speed or extent of those changes) and (b) the larger social context that validates these shifts. The social groups that individuals identify with create a framework of norms and values that shape how they interpret AI interventions at work and how they respond to the implementation of AI. For instance, if workers believe that a new AI tool contradicts their professional standards, they might feel frustrated and resistant (Chen & Reay, 2021; Strich et al., 2021).

This process of making sense of changes will unfold in a transformed work environment, as functional task changes could reshape teams and organizational structures by introducing new roles and phasing out old ones. Such changes might also redefine what behaviors are seen as admirable, desirable, and knowledgeable in the eyes of others. This evolution can nurture identities that have grown and adapted while posing a threat to those that no longer fit. Additionally, the broader public narrative around AI technologies plays a significant role. Right now, opinions on AI seem to split into two extremes: one side predicts disaster (being overly skeptical and distrustful of AI), while the other envisions a perfect future (being overly enthusiastic and trusting of AI; Raisch & Krakowski, 2021). Both perspectives can lead to issues (Craig et al., 2019), and whether workers feel a threat to their identity or an opportunity for growth will largely depend on which viewpoint resonates more with them. Therefore, organizations can play a crucial role in helping employees navigate these changes and solidify the development of new identities (Ashforth & Schinoff, 2016).Occupational communities for emerging or evolving professions can really help with collective sensemaking and reimagining professional roles, which in turn supports gradual identity development (Chen & Reay, 2021).

D. A Way Forward: Recommendations for Future Research and Practice

Our framework highlights just how crucial identity is when it comes to understanding how workers respond to AI implementation and the results that follow. When AI changes alter or eliminate aspects of work that are important to people's identities, or when they limit the chances for individuals to express those identities, the risk of identity threat increases significantly (Craig et al., 2019; Petriglieri, 2011). On the flip side, if AI changes help people get closer to their ideal work selves or improve their ability to cope with job-related challenges and foster positive self-definitions, then we're more likely to see beneficial shifts in work-related identity (Endacott, 2021).

While we've pinpointed a number of factors that shape how workers react to AI being introduced and the results that follow, there's still a lot more to explore. We need to dig deeper into when, where, and by whom these AI-related changes are seen as irrelevant, supportive, or even threatening to work identities and their roles. For instance, employees who are deeply rooted in traditional procedures might feel threatened after AI is rolled out (Nelson & Irwin, 2014). On the flip side, those who approach their work with a more playful mindset—like having a high openness to experience—are more likely to see positive growth in their identities (Schneider & Sting, 2020). Research shows that seasoned professionals often feel a greater sense of identity threat when their tasks are taken over by AI compared to newcomers (Strich et al., 2021). We also need to look into how workers adapt to the demands that come with AI, reshaping their identities by redefining their roles and how they see themselves in relation to these changes (Strich et al., 2021). Additionally, it's crucial to investigate how AI implementation impacts workers' well-being, their attitudes and behaviors towards AI, and various work outcomes like performance, commitment, and engagement (Craig et al., 2019). Future studies could also broaden our understanding to the team level, allowing us to examine how teams experience disruption and recovery during the process of AI implementation.

Our proposed framework brings several practical recommendations for organizations to consider. When it comes to implementing AI, best practices often highlight the importance of recognizing key stakeholders, like employees, along with their expectations and needs (Wright & Schultz, 2018). If we truly want to address workers' needs, especially in situations where distrust might lead to identity threats—like when algorithmic decisions seem like a "black box"—leaders should take a proactive approach. This means identifying, mitigating, and compensating for these challenges. For instance, research indicates that employers can help workers develop new identities that embrace and master AI by sharing narratives that promote understanding and identity growth (think along the lines of "we're on the cutting edge of technology"). This can ease fears or resistance towards AI (Tong et al., 2021). Additionally, it's crucial for employers to properly retool, retrain, and reskill their workforce (Brunn et al., 2020), enabling them to engage with AI in ways that align with their ideal professional selves (Endacott, 2021). Providing social validation and creating a safe space for employees to reshape and express new identities can further support these initiatives (Chen & Reay, 2021). Moreover, organizational leaders should be aware of the social dynamics at play, both within the workplace and beyond, as these relationships will influence how individuals perceive themselves and how they view the impact of AI on their social connections (Endacott, 2021).

When it comes to how quickly AI is being put into action, research on identity shows that workers would really benefit from a gradual approach. This means focusing on replacing specific tasks—preferably those that don't tie directly to their identity—rather than making sweeping changes that impact the core of their jobs (Ashforth & Schinoff, 2016). The speed of this replacement tends to be quicker when new technology can be easily integrated, but it slows down when it requires a complete overhaul of the work environment (Brynjolfsson & Mitchell, 2017). We definitely need more research to thoroughly compare how different types of AI implementation affect workers' outcomes.

In summary, changes brought about by AI influence how workers perceive their jobs, their identities in relation to their work, and their social surroundings. As AI continues to evolve and become more capable, it's crucial for workers, organizations, and society as a whole to navigate these changes effectively, helping workers to grow and find fulfillment in their careers.

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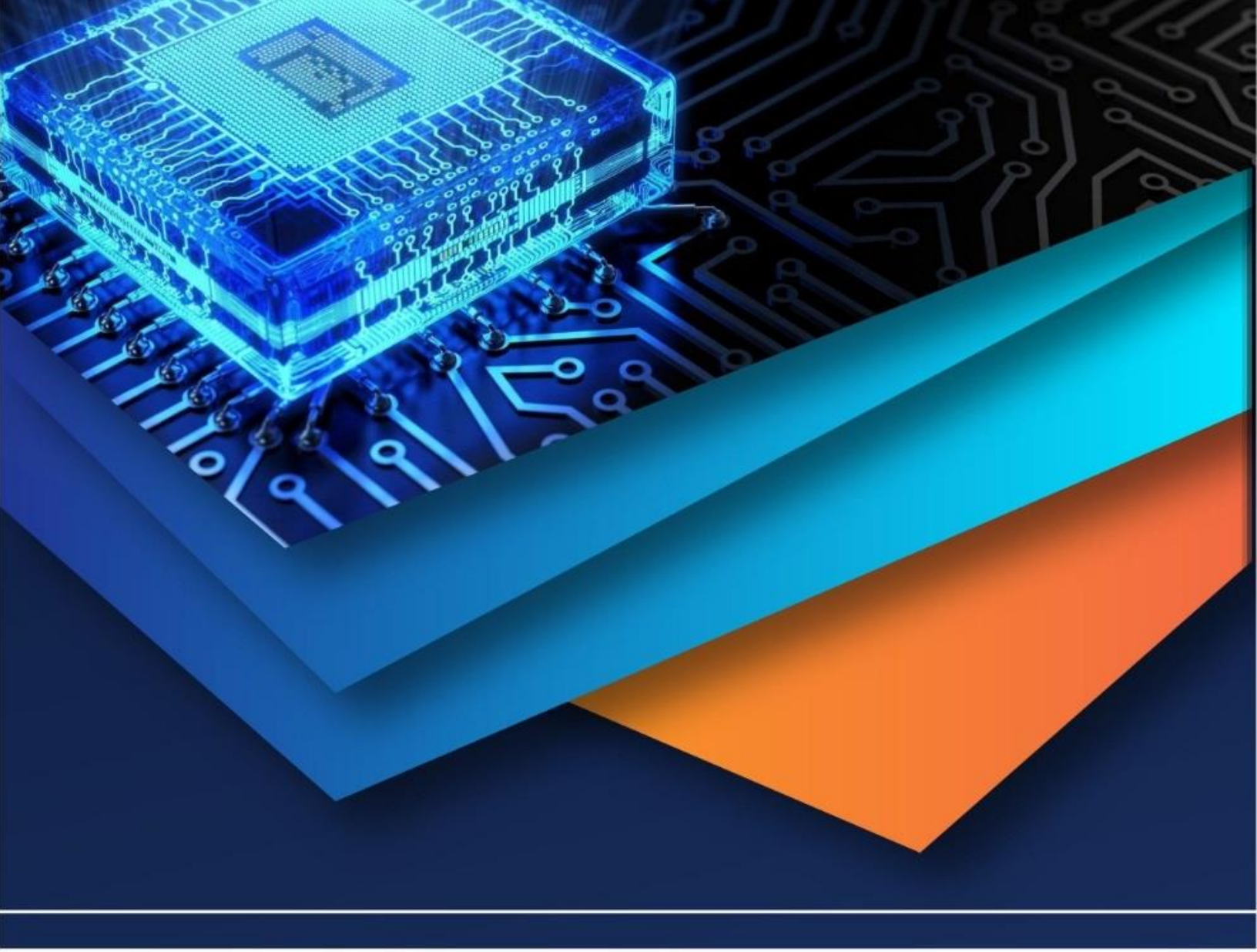

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