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The Impact of Artificial Intelligence on the Employability of Generation Z Prospective Employees

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CHAPTER – 1
INTRODUCTION

The rapid advancement of artificial intelligence (AI) is profoundly reshaping industries worldwide, influencing job markets, and redefining traditional employment paradigms. For Generation Z, a demographic born into a digitally connected world, the integration of AI into workplaces presents both unprecedented opportunities and challenges. As the youngest cohort entering the labor market, they face a future where adaptability, digital fluency, and creativity are critical for employability. This study seeks to explore the extent to which AI is altering employment prospects for this generation and the skills required to thrive in an AI-driven economy.

AI technologies, such as machine learning, natural language processing, and robotics, are automating tasks previously performed by humans. This shift is expected to impact entry-level and routine jobs that have traditionally provided a foothold for new entrants into the workforce, such as Generation Z employees. However, while automation may reduce demand for certain roles, it also creates opportunities for new kinds of jobs that require specialized skills in AI development, data analysis, and human-AI collaboration. Understanding this dual impact is crucial for shaping education and training programs tailored to the needs of Generation Z.

Generation Z is uniquely positioned to adapt to the changing job landscape because of their familiarity with technology from a young age. They are often characterized as tech-savvy, innovative, and quick learners, traits that align well with the demands of an AI-driven workplace. However, the competitive nature of AI-driven economies raises questions about whether the educational systems and existing workforce preparation programs adequately equip them with the necessary skills, such as critical thinking, creativity, and emotional intelligence, which AI cannot easily replicate.

This research paper aims to analyze the impact of AI on the employability of Generation Z prospective employees by examining the challenges and opportunities they face in navigating this evolving job market. The findings will provide valuable insights for policymakers, educators, and employers in developing strategies to bridge skill gaps and support this generation's successful integration into AI-dominated work environments.

Relevance to the Field of Business

The impact of AI on Generation Z's employability is crucial for businesses as it shapes future workforce strategies and competitiveness. AI adoption is transforming job roles, requiring businesses to adapt recruitment, training, and talent management practices. Understanding how this generation aligns with AI-

driven demands helps organizations bridge skill gaps and foster innovation. This research equips businesses to prepare for a tech-centric future by leveraging Generation Z's unique strengths. It ensures companies remain agile in a rapidly evolving, AI-dominated market.

Theoretical Background

Artificial Intelligence-(AI):

AI involves machines simulating human intelligence to perform tasks like learning, decision-making, and problem-solving. Technologies like machine learning and robotics are revolutionizing industries by automating processes and driving innovation.

Generation-Z:

Generation Z, born roughly between 1997 and 2012, are digital natives known for their adaptability and tech-savviness. They bring unique skills and expectations shaped by growing up in a highly connected, technology-driven world.

Employability:

Employability refers to an individual's ability to secure and maintain meaningful work, shaped by skills, adaptability, and market demands. In the AI era, critical thinking, creativity, and digital proficiency are essential for career success.

AI and Workspace Transformation

AI is automating repetitive tasks while creating demand for new skills in fields like data science and human-AI collaboration. This shift highlights the importance of upskilling and adapting to changing job market dynamics

THEORIES/MODELS

1. Human Capital Theory:

This theory posits that individuals and organizations invest in education, training, and skills development to enhance productivity and employability. In the context of AI, the theory underscores the importance of reskilling and upskilling Generation Z to meet evolving job demands**.**

2. Cognitive Load Theory : This theory focuses on the capacity of the human brain to process information. It is relevant when designing training programs for Generation Z, ensuring they can effectively acquire and apply complex AI-related skills without overwhelming their cognitive capacities.

3. Job Polarization Model :

This model explains how technological advances, including AI, lead to the growth of high-skill and low-skill jobs while reducing demand for mid-skill roles. It highlights the importance of Generation Z pursuing advanced skills to avoid displacement.

4. Diffusion of Innovations Theory (Rogers, 1962):

This model explains how innovations are adopted within a society over time. It highlights the importance of early adopters, like Generation Z, in embracing AI-related skills and setting trends for broader workforce adaptation.

RESEARCH QUESTIONS

How is AI transforming the job market for Generation Z prospective employees?

What are the key industries where AI adoption is most likely to affect Generation Z employability?

What strategies can policymakers and educators implement to enhance the employability of Generation Z in an AI-dominated future?

How will ongoing advancements in AI reshape the career aspirations and expectations of Generation Z employees over the next decade?

Reason Behind the Selection of the Topic

The topic was selected due to the increasing influence of AI on global job markets and its specific impact on Generation Z, the emerging workforce. As digital natives, this generation faces unique challenges and opportunities in adapting to AI-driven changes. Understanding this dynamic is crucial for addressing skill gaps and preparing them for sustainable careers. Additionally, the research highlights how education, training, and workplace policies must evolve to meet future demands. This study aims to provide valuable insights for businesses, educators, and policymakers navigating the AI revolution.

The rapid integration of artificial intelligence into various industries has raised concerns about workforce preparedness, especially for Generation Z, who are entering the labor market during this transformative era. This topic is significant as it explores how technological advancements are redefining employability, emphasizing the need for skills that complement AI. With Generation Z's unique technological familiarity, understanding their readiness and adaptability to an AI-driven workforce is critical. This research sheds light on the implications of AI for career pathways, workforce dynamics, and economic sustainability, providing a foundation for strategies to address the challenges and leverage the opportunities AI presents.

CHAPTER II

Review of Literature

1. Fadi Sakka and Bin mohammed (2023)[1] in their article **"HUMAN RESOURCE MANAGEMENT IN THE ERA OF ARTIFICIAL INTELLIGENCE: FUTURE HR WORK PRACTICES, ANTICIPATED SKILL SET, FINANCIAL AND LEGAL IMPLICATIONS"** studied that how AI is reshaping HR work practices. They highlight that AI technologies are revolutionizing traditional HR functions by automating repetitive tasks, such as resume screening and interview scheduling, which allows HR professionals to focus more on strategic roles. The study emphasizes that AI tools are enabling data-driven decision-making, improving HR efficiency, and fostering a more proactive approach to talent management. This shift is expected to lead to more personalized and effective HR practices, enhancing overall organizational performance

2.Gouda (2024)[2] in their article **" Exploring the effects of learning abilities, technology and market changes on the need for future skills by Hanan Gouda"** studied that how evolving learning abilities are influencing the demand for future skills. The research highlights that the rapid pace of change in technology and the job market necessitates a shift in educational approaches. Gouda emphasizes that traditional learning methods are increasingly insufficient for preparing individuals for the future workforce. The study advocates for a more dynamic and adaptive learning environment that emphasizes critical thinking, problem-solving, and continuous learning. This approach is essential for equipping individuals with the skills needed to navigate the complexities of future job markets

3.Shiohira and Kelly (2024)[3] in their article **"Understanding the Impact of Artificial Intelligence on Skills Development. Education 2030"** studied the how artificial intelligence (AI) is transforming skills development. They argue that AI is driving a significant shift in the types of skills that are in demand. The study highlights that AI technologies are automating routine tasks and generating new opportunities for skill development in areas such as data science, machine learning, and AI ethics. Shiohira and Kelly emphasize that while AI enhances efficiency and innovation, it also necessitates the development of advanced technical skills and an understanding of AI systems to leverage their full potential effectively

4. Low, Lavin, Du, and Fang (2024)[4] in their article **"Risk-Informed and AI-Based Bias Detection on Gender, Race, and Income Using Gen-Z Survey Data"**Studied the authors explore the use of artificial intelligence (AI) for detecting biases related to gender, race, and income. The paper highlights how AI can analyze large datasets to identify patterns of bias that may not be immediately apparent through traditional methods. The authors discuss various AI techniques, such as machine learning algorithms and natural language processing, that are employed to uncover and quantify biases in data. The study emphasizes that while AI can enhance the detection of systemic biases, it is crucial to ensure that AI models themselves do not perpetuate existing biases.

5.Debolina Dutta (2023)[5] in their article**"Augmented employee voice and employee engagement using artificial intelligence-enabled chatbots: a field study"**Studied that how AI-enabled chatbots are revolutionizing the concept of employee voice within organizations. The research highlights that these chatbots serve as an effective platform for employees to express their thoughts, concerns, and feedback in a way that is accessible and non-intimidating. Chatbots are available 24/7, allowing employees to communicate freely without the constraints of time or hierarchical barriers. This constant availability encourages more frequent and honest communication, enhancing the overall expression of employee voice**.**

6. Eva Hovořáková and Daniela Pauknerová (2021)[6] in their article **Model and Specifics of Generation Z Entry onto the Czech Labour Market** Studies that they explore the characteristics and behaviors of Generation Z as they enter the Czech labor market. The research emphasizes that Generation Z, born between the mid-1990s and early 2010s, is distinct from previous generations in terms of their digital fluency, values, and expectations in the workplace. The study notes that this generation has grown up in a highly connected, technology-driven environment, which shapes their approach to work, communication, and career aspirations.

7. *Sharma, Luthra, Joshi, and Kumar (2024)*[7] **in their article Analysing the impact of sustainable human resource management practices and industry 4.0 technologies adoption on employability skills** studied that how sustainable HRM practices influence employability skills. The authors define sustainable HRM as a set of practices aimed at promoting long-term environmental, social, and economic sustainability within organizations. The research highlights that sustainable HRM practices, such as eco-friendly policies, ethical labor practices, and employee well-being programs, contribute to the development of essential employability skills. These practices not only enhance employees' job satisfaction and commitment but also equip them with competencies that are increasingly valued in a sustainability-focused job market.

8. *Morandini et al. (2024)*[8] in their article **The Impact of Artificial Intelligence on Workers' Skills: Upskilling and Reskilling in Organisations** studied that how artificial intelligence (AI) is reshaping the skill requirements for workers. The research underscores that AI technologies are increasingly integrated into various organizational processes, leading to significant changes in the skills needed across different job roles. The authors highlight that AI automation of routine tasks and the emergence of new AI-driven tools are creating a demand for advanced technical skills, including proficiency in AI systems, data analysis, and machine learning. This shift necessitates a focus on upskilling and reskilling initiatives to ensure that employees can meet evolving job demands.

9. José Luis Ruiz-Real(2021)[9] in their article **Artificial intelligence in business and economics research: trends and future** studied that the evolution and application of Artificial Intelligence (AI) in business and economics. It highlights AI as a disruptive technology with concepts like Neural Networks, Machine

Learning, and Deep Learning being integral to areas such as digital marketing, decision-making, and Industry 4.0. The paper conducts a bibliometric analysis using Web of Science and Scopus databases to map the state-of-the-art research on AI in business. It identifies 11 clusters of research themes, highlighting the most frequently used terms. Additionally, it identifies emerging trends in AI research and suggests future research directions in business and economics.

10. Demetris Vrontis, Michael Christofi, Vijay PereiraORCID Icon, Shlomo TarbaORCID Icon, Anna Makrides, Eleni Trichina.(2023)[10] in their article **Artificial intelligence, robotics, advanced technologies and human resource management** studied that a systematic review of the impact of intelligent automation, including AI and robotics, on human resource management (HRM). Despite the growing academic interest, there remains a limited understanding of how these technologies affect both organizations and employees. The authors analyzed 45 articles from top journals in HRM, international business, general management, and information management to explore the opportunities and challenges posed by intelligent automation in HRM.

11. Yingying Zhang; Feng Xiong; Yi Xie; Xuan Fan; Haifeng Gu(2020)[11] in their article**The Impact of Artificial Intelligence and Blockchain on the Accounting Profession** studied that how emerging technologies like artificial intelligence (AI), blockchain, big data, and machine learning are transforming the accounting profession. It reviews the global adoption of these technologies in general business practices and among specialized accounting professionals. The paper explores how the accounting field is evolving due to these technological advancements and evaluates their future impact

12 JOSÉ LUIS RUIZ-REAL AFFILIATION ; JUAN URIBE-TORIL AFFILIATION ; JOSÉ ANTONIO TORRES AFFILIATION ; JAIME DE PABLO (2021)[12] in their article studies the rapid evolution of Artificial Intelligence (AI) as a disruptive technology in business and economics, emphasizing its role in solving complex challenges. Technologies like Neural Networks, Machine Learning, and Deep Learning are closely linked to areas such as digital marketing, decision-making, Industry 4.0, and the digital transformation of businesses. As organizations recognize the competitive advantages of AI, interest in its applications is expected to grow.

13. Catherine PrenticeORCID Icon,Sergio Dominique LopesORCID Icon &Xuequn Wang (2020)[13] in their article **Emotional intelligence or artificial intelligence– an employee perspective** examines the impact of emotional intelligence (EI) and artificial intelligence (AI) on employee retention and performance, with a focus on hotel industry service employees. Emotional intelligence, viewed as personal intelligence, and artificial intelligence, seen as machine intelligence, are analyzed together to understand their combined effects.

14. Taj, Imran; Zaman, Noor (2022)[14] in their article **Towards Industrial Revolution 5.0 and Explainable Artificial Intelligence: Challenges and Opportunities** studied that the upcoming trends and developments associated with Industry Revolution 5.0 (IR 5.0), which aims to enhance everyday life through intelligent technologies such as Explainable Artificial Intelligence (XAI). IR 5.0 emphasizes the shift from mass production to mass personalization, with greater integration of Cyber-Physical Systems (CPS) and digital twins in manufacturing. **15.** FJ Cantú-Ortiz, N Galeano Sánchez, L Garrido (2020)[15] in their article **An Artificial Intelligence Educational Strategy for the Digital Transformation** studes that This paper outlines a strategy based on reviewing the state-of-the-art developments in artificial intelligence (AI) within the educational sector. It also presents a case study demonstrating how students can be prepared with essential competencies and skills necessary for the digital era. The focus is on fostering an

understanding of AI in education, facilitating students' readiness for the growing technological demands of the future.

16. Y Yunissov, A Imankul, E Urunbassarova (2023)[16] in their article **Perceptions of Life Success and Moral Qualities of a Modern Person of Generation Z** studies the perspectives of Kazakh Generation Z students from economics and humanities backgrounds regarding life success and moral qualities. It examines how they define success in modern society and investigates the correlation between their views on success and their ethical beliefs, highlighting the importance of values in shaping the personal and professional lives of this generation. **17.** H Gouda (2022)[17] in their article **Exploring the Effects of Learning Abilities, Technology, and Market Changes on the Need for Future Skills** studies how shifts in technology, market dynamics, and learning abilities impact the future skill sets required in the workforce. It addresses how technological advancements are rapidly transforming industries, creating a demand for adaptable, technology-oriented skills. The study emphasizes the importance of continual learning and technological literacy to meet future employment needs.

18. M Shabib, M Saberi, RMA Wadi (2021)[18] in their article **The Role of Digital Business in Achieving Generation Z Human Capital Sustainability** studies on the intersection between digital business and Generation Z's human capital sustainability. It examines how digital businesses influence the sustainability of this generation's human capital by assessing the relationship between digital tools and career development. The study highlights how embracing digital business models can contribute to long-term human resource sustainability.

19.Artificial Intelligence in Education: Romanian Students' Attitudes Toward AI and its Impact on Their Career by S Fotea, I Fotea, E Țundrea (2019)

This paper investigates Romanian students' attitudes toward AI in education and its perceived impact on their career trajectories. It analyzes how students, who have been raised in a technology-driven environment, perceive AI and its potential to shape their future job prospects, providing insights into the acceptance and integration of AI into their educational journey. **20.** N Rizun, H Ryzhkova, I Pawlyszyn (2024)[20] in their article **Employment of University Graduates in the Era of Digitalization and Artificial Intelligence: Challenges and Prospects** This paper studies the influence of digitalization and AI on the employment prospects of university graduates. It discusses the structural changes AI brings to the labor market and highlights the challenges graduates face in adapting to a technologically evolving job landscape. It also proposes strategies to improve graduates' employability in this new era.

21. G Rampersad (2020)[21] in their article **Robot Will Take Your Job: Innovation for an Era of Artificial Intelligence** Studies the growing concern that AI and robotics will replace many traditional occupations. It argues that in order to remain competitive, workers need to develop new skills aligned with technological advancements. The paper also explores how innovation can be harnessed to create opportunities rather than threats in the evolving employment landscape shaped by AI. **22.** F Wang, M Hu, M Zhu (2020)[22] in their article **Threat or Opportunity–Analysis of the Impact of Artificial Intelligence on Future Employment** This paper studies the whether AI presents a threat or opportunity for future employment. It explores the potential of AI to disrupt various industries, leading to both job displacement and creation. The authors investigate how different sectors are preparing for this transformation and offer insights into the policies and practices that could help mitigate negative impacts. **23.** R Udhwani, MNR Sachde (n.d.) (2023)[23] in their article **Impact of Artificial Intelligence on Employability and Its Repercussion Effect on Lower-Level Management** study highlights how AI integration affects employability, particularly in lower-level management positions. The study delves into the ways AI is

reshaping job roles, focusing on its potential to automate tasks traditionally managed by lower-level managers. It discusses the broader repercussions of AI on employment structures and growth.

24. R Damaševičius (2024)[24] in their article **Commentary on Artificial Intelligence and Graduate Employability: What Should We Teach Generation AI?** Studies This commentary addresses the role of AI in enhancing graduate employability, especially for "Generation AI" – those entering the workforce in an era dominated by AI advancements. The paper argues for significant reforms in educational curricula to better align with the skill requirements of AI-driven industries, emphasizing the need for teaching AI competencies to future graduates.

25. DN Douglas, NF Cayo, VC Valencia (2024) [25] in their article **The Future of Work: Impact of Artificial Intelligence on Skills and Employment in the Future** studied that how AI is transforming industries by reshaping job roles and required skills. It highlights the dual nature of AI, offering both opportunities in terms of efficiency and innovation while posing challenges related to job displacement. The paper emphasizes the need for workers to adapt by developing new skills that complement AI technologies, focusing on the integration of AI in various sectors and its impact on the future workforce.

26. S Lakshmi Devi, S Das (2024)[26] in their article **Influence of Artificial Intelligence-Based Skill Development Training on Employability** studies on AI-driven skill development programs in Andhra Pradesh, India, and their effect on employability. The study investigates how AI-based training initiatives help individuals acquire relevant skills for the evolving job market. The findings suggest that AI can significantly improve employability by equipping workers with the necessary technical and cognitive skills required to thrive in AI-influenced industries.

27. A Pandey, S Dhand (2024)[27] in their article **The Future Consequences of Artificial Intelligence in Context to Employability in Resilient Industry** studies the common belief that AI leads to a reduction in job opportunities. Instead, it argues that AI can be a tool for enhancing employability by fostering resilience in industries. The authors analyze how AI technologies, when implemented effectively, can create new job opportunities, enhance efficiency, and support the long-term sustainability of industries, particularly in resilient sectors.

28. M Qin, HL Chang, CW Su, RI Răcătăian (2024)[28] in their article **Substitution or Creation? Identifying the Role of Artificial Intelligence in Employment** studies that the impact of AI on job creation and displacement in the Chinese labor market. The research uses economic modeling to assess whether AI substitutes traditional jobs or leads to the creation of new roles. The findings reveal a complex dynamic, where AI simultaneously replaces certain jobs while also generating new ones, particularly in technology-driven sectors, thus affecting the overall employment landscape.

29. GPM Virgilio, F Saavedra Hoyos (2024)[29] in the article **The Impact of Artificial Intelligence on Unemployment** studies that the current academic debate on the effects of AI on unemployment. The paper presents various perspectives, discussing both the negative impacts of job displacement and the positive aspects of job creation in AI-driven industries. It also provides an overview of policy recommendations to mitigate unemployment risks while maximizing the benefits of AI adoption.

30. B Lian (2023)[30] in the article **Employability in the Age of Artificial Intelligence from Managerial Perspective** studies on the managerial perspective of employability in an AI-driven world, particularly in the context of recent advancements like ChatGPT. The study highlights the increasing importance of digital literacy, adaptability, and AI-related skills for employees to remain competitive in the evolving job market. Managers are encouraged to prioritize AI training and reskilling programs to prepare the workforce for future challenges.

31. S Khatri, DK Pandey, D Penkar, J Ramani (2020) [31] in their article **Impact of Artificial Intelligence on Human Resources** This paper stuides how AI is transforming human resource management by automating processes such as recruitment, performance evaluation, and talent management. The research outlines both the benefits and challenges of AI adoption in HR, highlighting the increased efficiency and data-driven decision-making capabilities while also addressing concerns related to bias and job security within HR departments.

32. B Batiz-Lazo, L Efthymiou, K Davies (2022)[32] in their article **The Spread of Artificial Intelligence and its Impact on Employment: Evidence from the Banking and Accounting Sectors** This chapter studies the adoption of AI in the banking and accounting sectors and its subsequent impact on employment. The authors identify key areas where AI is automating routine tasks, leading to job displacement in some cases. However, the study also points out that AI opens new opportunities for higher-level analytical roles, which require human expertise, thus reshaping employment structures in these sectors.

33. P Poba-Nzaou, M Galani, S Uwizeyemungu (2021)[33] in their article **The Impacts of Artificial Intelligence (AI) on Jobs: An Industry Perspective** This paper studies on an industry-level analysis of how AI affects jobs across various sectors. It discusses the shifts in employment patterns due to AI-driven automation and highlights the importance of continuous learning for employees to stay relevant. The research emphasizes collaboration between industries and policymakers to develop strategies that balance AI implementation with job preservation and creation.

34.M Segbenya, B Bervell, E Frimpong-Manso (2023)[34] in their article **Artificial Intelligence in Higher Education: Modelling the Antecedents of Artificial Intelligence Usage and Effects on 21st Century Employability Skills Among Postgraduate Students** This paper studies the use of AI in higher education and its impact on developing employability skills for postgraduate students. The study models the factors that drive AI adoption in educational institutions and evaluates how these technologies enhance students' readiness for the AI-influenced job market. The research shows that AI helps students acquire critical thinking, problem-solving, and digital skills that are essential for 21st-century employability.

Here are summaries of each paper from your reading list on the impact of Artificial Intelligence (AI) on skills development and education:

35. K Shiohira (2021)[35] in their article **Understanding the Impact of Artificial Intelligence on Skills Development. Education studies** from UNESCO discusses the transformative effects of AI on teaching and learning processes. It highlights innovative educational solutions that AI has introduced, emphasizing the ongoing testing and adaptation of these tools in various contexts. The author also explores AI's broader implications for the education sector, including its potential to enhance skill development and accessibility for learners in diverse environments. **36.** R Ngotngamwong (2020)[36] in their article **Artificial Intelligence and Its Impacts on Employability** studies that This qualitative study examines the integration of AI in seven businesses in Thailand and its effects on employability. The research reveals that while AI adoption can enhance operational efficiency, it also presents challenges for the workforce, including the need for upskilling and adaptation to new technologies. The study highlights the importance of aligning educational initiatives with the evolving demands of the job market to maintain employability.

37. A Marwan (2020)[37] in their article **Impact of Artificial Intelligence on Education for Employment: Learning and Employability Framework** This paper studies the relationship between AI and education in the context of fostering employability. It emphasizes the significance of a learning framework that incorporates AI competencies to prepare students for decent jobs. The research underscores that achieving sustainable development goals is contingent upon educational systems equipping learners with relevant

skills to thrive in an AI-driven job market. **38. A Korinek, JE Stiglitz (2018)[38] in their article Artificial Intelligence and Its Implications for Income Distribution and Unemployment** This paper studies the economic implications of AI, particularly regarding income distribution and unemployment. The authors argue that AI's automation potential may exacerbate income inequality by disproportionately affecting lower-skilled workers. The study calls for policy interventions to ensure that the benefits of AI advancements are equitably distributed and to address the challenges posed by potential job displacement.
39. H Zhang et al. (2023)[39] in their article **Integrating Ethics and Career Futures with Technical Learning to Promote AI Literacy for Middle School Students: An Exploratory Study** This exploratory study emphasizes the need for AI education at the K-12 level, focusing on middle school students. The authors discuss the challenges of developing AI literacy, highlighting the importance of integrating ethical considerations into technical learning. The research advocates for a curriculum that prepares students to navigate the complexities of AI, fostering informed and responsible future citizens.
40. A Abulibdeh et al. (2024)[40] in their article **Navigating the Confluence of Artificial Intelligence and Education for Sustainable Development in the Era of Industry 4.0: Challenges, Opportunities, and Ethical Considerations** This paper studies the intersection of AI, education, and sustainable development amid the changes brought by Industry 4.0. The authors identify various challenges and opportunities that arise from integrating AI into educational systems, emphasizing the need for ethical frameworks to guide its implementation. The research advocates for educational strategies that promote sustainability and prepare students for the future workforce shaped by AI technologies.
41. IM Cockburn, R Henderson, S Stern (2018)[41] in their article **The Impact of Artificial Intelligence on Innovation** This paper studies how advancements in AI are reshaping innovation across sectors. The authors argue that AI has the potential to drive significant economic and societal changes by enhancing productivity and fostering new business models. The study highlights the implications of AI for both established firms and startups, suggesting that organizations must adapt their innovation strategies to leverage AI effectively. **42. N Soni et al. (2019)[42] in their article Impact of Artificial Intelligence on Businesses: From Research, Innovation, Market Deployment to Future Shifts in Business Models** This research studies the comprehensive impact of AI on business operations, focusing on various stages from research to market deployment. The authors discuss how AI is prompting businesses to rethink their models and strategies, integrating AI technologies into processes to improve efficiency and competitiveness. The study highlights the transformative potential of AI across different sectors and the need for organizations to adapt to these changes.
43. A Jaiswal, CJ Arun, A Varma (2023)[43] in their article **Rebooting Employees: Upskilling for Artificial Intelligence in Multinational Corporations** This paper studies the need for upskilling employees in multinational corporations as AI technologies evolve. The authors argue that AI can automate routine tasks, allowing workers to focus on higher-level functions. The research emphasizes the importance of strategic training programs to ensure employees are equipped with the necessary skills to adapt to an AI-enhanced work environment.
44.S Chowdhury et al. (2023)[44] in their article **Unlocking the Value of Artificial Intelligence in Human Resource Management through AI Capability Framework** This paper studies the adoption of AI in human resource management (HRM) and its potential to create value for organizations. The authors propose an AI capability framework that enables HR professionals to harness AI effectively for talent management, recruitment, and employee engagement. The study highlights how AI can transform HR practices, leading to improved organizational performance and employee satisfaction.

45. P Budhwar, A Malik, MTT De Silva (2022) in the article **Artificial Intelligence–Challenges and Opportunities for International HRM: A Review and Research Agenda** This review studies the integration of AI into international human resource management (HRM) practices. The authors analyze how AI technologies are reshaping HRM by enhancing efficiency in recruitment, performance management, and employee engagement. They identify challenges such as ethical considerations, the need for upskilling HR professionals, and the implications of AI on employee relationships. The paper proposes a research agenda to further investigate these themes and the overall impact of AI on global HRM practices. **46. HO Khogali, S Mekid (2023)[46] The Blended Future of Automation and AI: Examining Some Long-Term Societal and Ethical Impact Features** This paper studies the societal and ethical implications of the increasing integration of AI and automation in various sectors. The authors examine potential impacts on employment, privacy, and social interactions, highlighting the need for ethical frameworks to guide AI development. The paper emphasizes the importance of addressing these challenges to ensure that the benefits of AI technologies are distributed equitably and do not exacerbate existing inequalities. **47.** Z Bahroun et al. (2023)[47] in their article **Transforming Education: A Comprehensive Review of Generative Artificial Intelligence in Educational Settings through Bibliometric and Content Analysis** This comprehensive review analyzes the transformative role of generative AI (GAI) in educational environments. Through bibliometric and content analysis, the authors highlight various applications of GAI, including personalized learning and content creation. The paper discusses the potential benefits and challenges of integrating GAI into education, emphasizing the need for effective strategies to leverage this technology for improved learning outcomes.

48. F Magfiroh, S Jaro'ah (2023)[48] in their article **Gen Z and the World of Work: A Study Literature of New Graduates' Challenges in Building Job Readiness** This literature study examines the challenges faced by new graduates, particularly Generation Z, in achieving job readiness. The authors identify factors such as the gap between academic training and industry expectations, as well as the need for soft skills development. The paper emphasizes the importance of preparing graduates for the workforce through targeted training programs and partnerships between educational institutions and employers.

49. G Damioli, V Van Roy, D Vertesy (2021)[49] in their article **The Impact of Artificial Intelligence on Labor Productivity** This research studies the relationship between AI and labor productivity, noting a significant increase in AI-related patent activities. The authors argue that AI technologies can enhance productivity across various sectors by automating routine tasks and improving decision-making processes. The study highlights the importance of adapting workforce skills to leverage these advancements effectively and maximize productivity gains.

50. B Koo, C Curtis, B Ryan (2021)[50] in their article **Examining the Impact of Artificial Intelligence on Hotel Employees through Job Insecurity Perspectives** This study explores the implications of AI in the hotel industry, focusing on job insecurity among employees. The authors assess the role of AI in automating tasks traditionally performed by humans and the resultant impact on employee morale and job security. The paper calls for strategies to mitigate job insecurity, such as upskilling and redefining roles to ensure that employees can adapt to AI technologies.

51. T Wang et al. (2023)[51] in their article **Exploring the Potential Impact of Artificial Intelligence (AI) on International Students in Higher Education: Generative AI, Chatbots, Analytics, and International Student Support** This research studies how AI tools, including generative AI and chatbots, can enhance the academic experience of international students. The authors identify specific challenges faced by these students, such as cultural adjustment and academic support. The paper discusses how AI

can provide personalized assistance and resources, ultimately improving the overall experience and outcomes for international students in higher education.

52. EV Mutiarawati (2023)[52] in their article **The Significant Impact of Workplace Environment on Gen Z Performance in Indonesia** This paper studies the influence of workplace environment on the performance of Generation Z employees in Indonesia. The author highlights factors such as organizational culture, flexibility, and support systems that contribute to job satisfaction and productivity. The study emphasizes the need for organizations to create conducive work environments that cater to the unique preferences and values of Gen Z workers to enhance their performance and retention.

53. A Gakpo (2021)[53] in their article **Impact of Sociocultural Factors on Gen Z's Career Pathways and Workplace Outlook** This research studies the sociocultural factors affecting Generation Z's career choices and their perceptions of the workplace. The author argues that Gen Z's unique experiences and values shape their expectations for work-life balance, job security, and career development. The paper suggests that employers need to understand these factors to effectively engage and retain Gen Z employees in a rapidly evolving job market.

54. KB Ooi et al. (2023)[54] in their article **The Potential of Generative Artificial Intelligence across Disciplines: Perspectives and Future Directions**This paper studies the rising interest in generative AI across various disciplines and its potential applications. The authors discuss the transformative effects of generative AI in creative fields, healthcare, and education, among others. The study highlights the need for interdisciplinary collaboration to harness the benefits of generative AI while addressing challenges related to ethics, copyright, and workforce implications.

Here are summaries of the papers from your reading list on the soft skills needed by Generation Z (Gen Z) in the context of the Fourth Industrial Revolution (RI 4.0) and Society 5.0, along with the impact of artificial intelligence (AI) on skills.

55. DH Ismail, J Nugroho, T Rohayati (2023)[55] Literature Review: Soft Skill Needed by Gen Z in the Era RI 4.0 and Society 5.0 This literature review studies the essential soft skills required by Generation Z as they enter the workforce in the context of the Fourth Industrial Revolution and Society 5.0. The authors highlight unique qualities of Gen Z, such as adaptability, creativity, and collaboration, which complement their technological proficiency. The paper emphasizes that soft skills are crucial for navigating complex work environments and fostering effective teamwork, ultimately enhancing employability in an increasingly automated world.

56. S Morandini et al. (2023)[56] in their article **The Impact of Artificial Intelligence on Workers' Skills: Upskilling and Reskilling in Organisations** This paper studies how artificial intelligence (AI) is transforming professional skills within organizations. The authors focus on the necessity for upskilling and reskilling initiatives to prepare the workforce for the evolving job market. The study identifies key areas where AI impacts skill development, such as critical thinking, emotional intelligence, and digital literacy. The authors advocate for comprehensive training programs to ensure workers can adapt to AI integration and remain competitive in their fields.

57. JA Fridayani, SE Kusuma, AY Yuniarto (2022)[57] in their article **Building Link-Match of Gen Z and The World Of Work Through Contextual-Adaptive Facilitation** This research studies the need for organizations to create supportive environments that facilitate the transition of Gen Z into the workforce. The authors propose a contextual-adaptive facilitation approach that aligns educational programs with industry needs, enhancing job readiness among young people. The paper emphasizes the importance of collaboration between educational institutions and employers to provide relevant training and practical

experiences that develop both hard and soft skills essential for Gen Z.

58. A Bhargava, M Bester, L Bolton (2021)[58] in their article **Employees' Perceptions of the Implementation of Robotics, Artificial Intelligence, and Automation (RAIA) on Job Satisfaction, Job Security, and Employability** This qualitative study explores employees' perceptions regarding the integration of robotics, AI, and automation (RAIA) in their workplaces. The authors examine how these technologies influence job satisfaction, job security, and employability. Findings suggest that while employees recognize the potential efficiency gains from RAIA, concerns about job displacement and the need for new skill sets are prevalent. The paper highlights the importance of addressing these concerns through effective communication and training to ensure a smooth transition to automated environments.

59. F Ali et al. (2023)[59] in their article **Friend or Foe: Understanding Generation Z Employees' Intentions to Work with Service Robots in the Hotel Industry** This research investigates Gen Z's perceptions and acceptance of collaborating with service robots in the hotel industry. Through interviews and surveys, the authors explore factors influencing Gen Z's willingness to engage with robots, such as perceived benefits, job security, and technological familiarity. The study finds that while Gen Z is generally open to working alongside robots, concerns about the loss of human interaction and job displacement remain significant. The paper suggests that effective training and positive experiences with technology can enhance acceptance among this generation.

60. MT Ho et al. (2022)[60] in their article **Rethinking Technological Acceptance in the Age of Emotional AI: Surveying Gen Z Attitudes Toward Non-Conscious Data Collection** This study examines Generation Z's perceptions of emotional artificial intelligence (AI) and their attitudes toward non-conscious data collection. By conducting regression analysis on a dataset of 1,015 Generation Z

CHAPTER III
NEED FOR THE STUDY

This arises from the rapid adoption of artificial intelligence (AI) across industries and its profound impact on the job market, particularly for Generation Z. As this generation enters the workforce, many will encounter a landscape where traditional job roles are being redefined or automated, creating both challenges and opportunities. Understanding how AI influences employability is essential to ensure that Generation Z is equipped with the skills necessary to thrive in an AI-driven economy. Additionally, the study addresses gaps in current education and training systems, helping to align them with the evolving demands of the labor market. This research is crucial for policymakers, educators, and businesses to proactively develop strategies that support Generation Z's successful integration into the workforce.

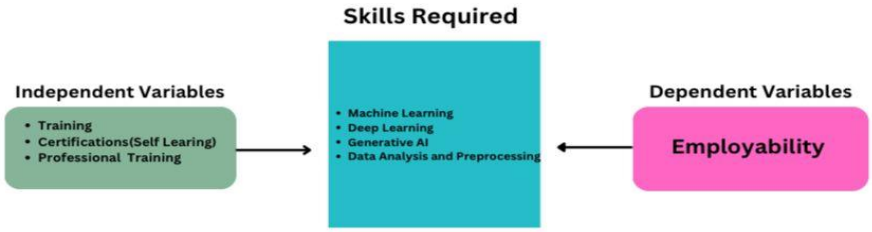
SIGNIFICANCE OF THE TOPIC

The relevance of this topic lies in the growing role of AI in shaping the future job market, especially for Generation Z, who will be the next major workforce group. As AI technologies continue to automate tasks and redefine job roles, understanding how this affects employability is crucial for career planning and education. This research provides insights into the skills and competencies Generation Z needs to thrive in a tech-driven world. By exploring these dynamics, the study helps inform workforce development strategies and educational reforms. Furthermore, it highlights the opportunities and challenges AI presents, enabling businesses to adapt recruitment and training practices. The findings will guide policymakers in addressing potential job displacement and ensuring economic resilience. Ultimately, this topic holds the potential to shape a more inclusive, future-ready workforce.

OBJECTIVES

- To examine the impact of artificial intelligence on the employability of Generation Z prospective employees.
- To identify the key skills required by Generation Z to succeed in an AI-driven job market.
- To analyze the challenges and opportunities Generation Z faces in adapting to AI-related changes in the workforce.
- To assess how current educational systems and training programs are preparing Generation Z for AI-enhanced industries.
- To explore the implications of AI on workforce diversity, inclusion, and equitable job access for Generation Z.
- To provide recommendations for businesses, policymakers, and educators to better support Generation Z's employability in the context of AI.
- To investigate how AI adoption influences employer expectations and job role transformations for entry-level employees.
- To evaluate the long-term impact of AI on Generation Z's career aspirations and job market trends.

Conceptual model



HYPOTHESIS

- H1: The integration of artificial intelligence into various industries has a significant impact on the employability of Generation Z, creating both challenges and opportunities.
- H2: Generation Z requires a combination of technical, critical thinking, and emotional intelligence skills to remain competitive in an AI-driven job market.
- H3: Current educational and training systems are insufficient in preparing Generation Z for the evolving demands of an AI-enhanced workforce.
- H4: The rise of AI will reduce certain entry-level job opportunities for Generation Z but will create new job roles in fields like data analysis, AI development, and human-AI collaboration.

Data Collection

Primary Data – student Surveys and Questionnaires

Secondary Data - Industry Reports, Academic Journals and Research Databases, Government and Public Data Sources, Conference Proceedings and Webinars

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