As technology becomes an integral part of society, we face not only new opportunities but also growing potential dangers. Personal data security is becoming a key concern, as its growth inevitably leads to an increased risk of unwanted leaks that can have catastrophic consequences.

Advances in artificial intelligence raise concerns about potential job losses, although they also imply the need for specialists to develop new skills.

Creating a society in which everyone can develop personally and professionally is a complex and time-consuming process in the digital age. To achieve this goal, it is necessary to successfully combine innovative practices with theoretical concepts, taking into account the interests and needs of people. The research results demonstrate that digital transformation is having a comprehensive impact on all areas of society. In the social sphere, it is shaping new communication models, simultaneously increasing the risks of information overload and digital dependence. In the economy, the labor market is undergoing a transformation, leading to the emergence of new forms of employment and the increased importance of digital competencies. In education and culture, digitalization is expanding access to knowledge and cultural products, but requires the development of critical thinking and media literacy to overcome the consequences of information overload. Political and managerial practices demonstrate increased transparency and efficiency thanks to digital platforms, but face threats from cybersecurity and the manipulation of public opinion.

Thus, digital transformation is not only a technological process but also a social revolution, shaping new values, challenges, and models of interaction.

M. Malevich
М. М. Малевич
БГТУ (Минск)
Научный руководитель К. А. Викторовна

THE FUTURE OF WORK IN THE AI ERA: NEW JOBS AND RETRAINING

Будущее труда в эпоху ИИ: новые профессии и переобучение

We are living in an era of rapid change driven by the development of artificial intelligence. AI is already transforming the job market and this process will only accelerate. Instead of focusing on the disappearance of jobs, let's embrace the opportunities that lie ahead: the creation of new professions, the need for retraining and the transition to hybrid work models. Research objective: to analyze the transformation of the labor market under the influence of artificial intelligence.

Anxieties surrounding artificial intelligence generally fall into two distinct groups. The first revolves around the technology's fundamental reliability and precision. This includes questions about its performance against design specifications, the potential for

algorithmic bias stemming from flawed design or training data and the risk of critical errors that could cause harm. The second and more profound, set of concerns involves AI's societal and economic consequences. Unlike the gradual adoption of past technologies like electricity, AI integration is occurring at a breakneck pace, threatening rapid and widespread job displacement. While the net impact on employment is still debated, it is undeniable that AI will radically transform every economic sector.

AI not only automates routine tasks, but also creates new areas of activity. Among them, we can distinguish three main categories:

1. AI creators and developers.

2. AI system operators and managers: Prompt engineers – specialists in interacting with AI, managers for the implementation of AI in business processes, specialists in AI security and ethics.

3. Professions at the intersection of AI and other fields: Designers of virtual worlds, consultants for personal development trajectories using AI, Specialists in the automation of production and office processes. Employment in roles with high volumes of repetitive tasks – such as food service, production, customer service, sales, and office support – is projected to decline further as they are increasingly susceptible to automation.

The speed of change requires continuous learning. Retraining is not only a necessity, but also an opportunity for employees and companies to stay competitive. Artificial intelligence in transportation represents a technology with profound cross-industry implications. Its evolution extends beyond established rail and aviation autopilots to the high-stakes domain of public roads, where autonomous vehicles from firms like Waymo and Tesla must navigate unpredictable environments. The threat of large-scale unemployment caused by automation is a significant concern. The solution, however, lies not in hindering the technology's progress – especially if it demonstrates superior safety, accuracy, and fairness – but in implementing robust societal measures. These must include reskilling initiatives, strengthened social safety nets like universal basic income and healthcare, equitable tax reforms, and a fundamental rethinking of the nature of work itself.

In conclusion, the age of artificial intelligence is not a distant future but a present reality, fundamentally reshaping the world of work. While valid concerns persist regarding the technology's reliability and its profound potential to disrupt the labor market through rapid automation, the response must be strategic, not reactionary. Halting technological progress is neither feasible nor desirable. Instead, our focus must shift to a great societal adaptation. Ultimately, navigating this transition successfully demands a reimagined social contract – one supported by robust safety nets, equitable policies, and a proactive vision that harnesses AI not as a replacement for humanity, but as a tool for building a more adaptive, inclusive, and innovative economy for all.

Reference

Lobel, O. The Future of Work in the Era of AI / Orly Lobel // Indiana Law Journal. – 2024. – Vol. 100, iss. 1, art. 7.