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EXPLORING THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE FUTURE OF WORK AND EMPLOYMENT IN THE UK: A FOCUS ON GDPR PRINCIPLES

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Declaration

‘I declare that this dissertation that I have submitted to the University of Wales for the programme of MBA – Masters of Business Management Administration is the result of my own investigations, except where otherwise stated, where it is clearly acknowledged by references. Furthermore, this work has not been submitted for any other degree.’

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Abstract

Artificial Intelligence has become highly predominant presently in everyone's life and is bringing a considerable amount of change in the way of life. Interaction with the world, work. In the UK, AI is anticipated to have a considerable influence on the future of employment and work, with specialists forecasting that it will both generate new jobs and change the present ones. The study used a mixed-approach methodology that blends quantitative and qualitative research methods. The research begins by examining the current status of AI technology and its potential implications for the future of employment and work. In addition to bias, job displacement, and power inequalities, it examines the benefits and challenges of applying AI in the workplace. The importance of GDPR principles of AI is also emphasised in the research, emphasising the need to protect personal data and ensure accountability and transparency in AI-driven decision-making processes. To further understand the way UK employees see the impact of AI on employment and work, a survey was conducted which comprised 50 participants. The survey estimates perspectives and convictions in regard to professional stability, ability prerequisites, and the utilization of computerized reasoning in the working environment.

In order to understand more about the impacts of AI on workplaces, employee experiences, and GDPR compliance procedures a qualitative interview was conducted with HR managers and AI specialists. The study's conclusions show that while AI technologies have many advantages, such as higher productivity and efficiency, there are also moral and legal issues that need to be resolved. It is suggested to invest in programmes for retraining and upskilling workers, encourage collaboration between humans and AI, maintain openness and accountability in AI decision-making, and adopt a human-centred perspective on work and employment. The dissertation's conclusion highlights the potential areas for future research, such as long-term impact analyses, comparative studies, and in-depth examinations of ethical issues, worker perspectives, organisational strategies, policy implications, and the overall socio-economic impact of AI.

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Chapter 1: Introduction

1.1 Background

Artificial Intelligence has become highly predominant presently in everyone's life and is bringing a considerable amount of change in the way of life. Interaction with the world, work. In the UK, AI is anticipated to have a considerable influence on the future of employment and work, with specialists forecasting that it will both generate new jobs and change the present ones (Makridakis, 2017). Nevertheless, as AI becomes more extensive, it even gives rise to worry about the privacy of data and the security of personal data.

The General Data Protection Regulation is a group of regulations launched in the year 2018 by the EU to safeguard the privacy of personal information (Haenlein and Kaplan, 2019). GDPR applies to all organizations that course personal information of the citizens of the EU, comprising organizations based in the EU. The regulation offers an outline for the dispensation of personal information, comprising the collection, application and packing of such information.

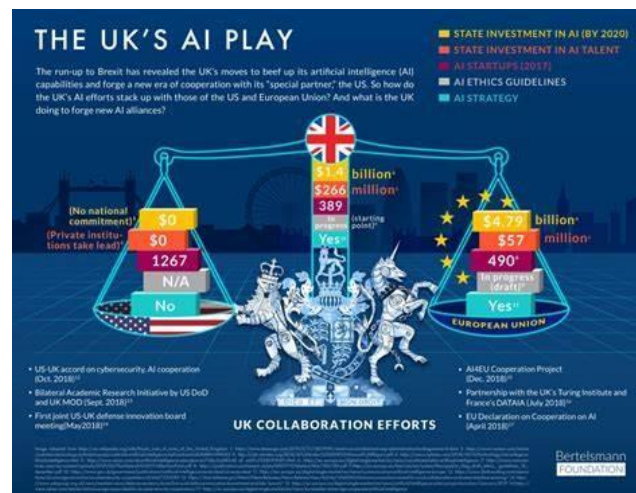


Figure 1.1: AI play of UK

(Source: Haenlein and Kaplan, 2019)

In the context of Artificial intelligence, the principles of GDPR are specifically prevalent as the systems of artificial intelligence depend on wide amounts of information to operate efficiently (Hoofnagle *et al.*, 2019). This information can comprise personal data like names, addresses and other recognizable data. Hence, the system of artificial intelligence must comply with the principles to make sure that personal information is processed transparently and lawfully.

One of the chief GDPR principles is the right to be notified or informed. This implies that any person is obligated or has the right to know how their personal information is being applied and why it is being assembled. In the situation of artificial intelligence, this implies that organizations must be clear regarding the application of personal information to train and advance the systems of AI (Voss, 2016). They must even inform a person or an individual regarding the probable influence of artificial intelligence on their employment, which comprises the capability for mechanization of certain jobs or tasks.

Another chief principle of GDPR is the right to removal. This provides a person with the right to have their information of personal nature removed or deleted from the database of a company. In the situation of AI, this principle is specifically suitable as the systems of AI can carry on with learning and evolvement over time (Schwartz, 2019). Hence, it is required that individuals have the privilege to appeal the removal of their personal information if they no longer want to involve in the development or training of the systems of AI.

GDPR even comprises provisions for the security of sensitive personal information, like biometric information or health data. In the situation of AI, the assembling and application of such information must be defensible and must comply with the strict guidelines of GDPR (Houser and Voss, 2018). This is specifically adequate in the sectors like healthcare, where the systems of AI are highly applied to evaluate data of the patient and inform decisions of treatment.



Figure 1.2: Security Requirements of GDPR Data

Source: (Marovic and Curcin, 2020)

GDPR needs that organization adopt suitable organizational and technical measures to make sure of the safety of personal information. This comprises measures to avoid illegal access, destruction, loss or modification of personal information. In the situation of AI, this is specifically significant as the systems of AI depend on a wide range of information to operate efficiently. Organizations must hence make sure that suitable measures of security are in a position to safeguard personal information from probable information breaches or cyber-attacks.

AI is about to have a considerable influence on the future of employment and work in the UK. Nevertheless, as artificial intelligence turns more extensive, it even increases concerns about the privacy of data and the safeguarding of personal data, the principles of GDPR offer a framework for the processing of personal information in the situation of artificial intelligence, making sure that personal information is processed transparently or lawfully (Marovic and Curcin, 2020). By complying with the principles of GDPR, organizations can harness the capability of AI while safeguarding the security and privacy of personal information.

1.2 Problem statement

The increasing implementation of Artificial intelligence in the place of work can transform the manner we function and cooperate with technology. Nevertheless, the systems of AI depend on numerous ranges of personal information to operate efficiently, and there are rising concerns about the privacy of data and safeguarding of personal data (Lim and Taeihagh, 2018). This is specifically appropriate in the UK, where the regulation of General Data Protection principles offers an outline for the processing of personal information.

The issue is that the speedy progress and deployment of the systems of AI in the place of work has outstripped the ethical and regulatory outlines required to make sure that the application of AI is clear, obligated and respects the rights of the individuals. This has resulted in examples where the systems of AI are applicable to process personal information in ways that are not acquiescent with the principles of GDPR, resulting in probable violations of laws of data protection and privacy. This issue is moreover compounded by the detail that the systems of AI can carry on to learn and grow with time, implying that the processing of personal information by such systems might be applied for unintended drives.

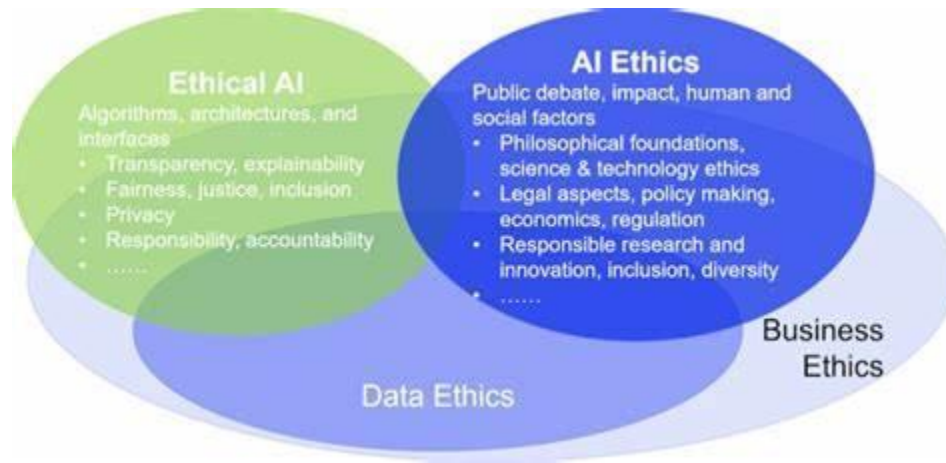


Figure 1.3: Ethics of AI

Source: ((Lim and Taeiagh, 2018)

The result of this issue is considerable. Failure to comply with the principles of GDPR can lead to reputational damages, financial penalties and damage to trust from consumers and workers. Moreover, the placement of the systems of AI, in the workplace in the absence of suitable measures of data protection can lead to prejudiced practices, bias and an absence of clarity in the process of decision-making. This can have a negative influence on the morale of the employee and can result in legal modification.

Hence, there is a requirement for organizations to advance and adopt transparent and ethical systems of AI that comply with the principles of GDPR. This needs an approach of multidisciplinary nature that comprises collaboration between ethical, legal, technical and business experts (Yaacoub *et al.*, 2020). The organizations to be clear regarding the application of personal data in the systems of AI, to inform any individual regarding the probable influence of AI on their employment and to offer clear mechanisms for any individual to work out their rights of data protection.

1.3 Research Aim and objectives

- To understand the current state of AI technology and its potential impact on the future of work and employment in the UK.
- To examine the GDPR principles and their relevance to the use of AI in the workplace.
- To investigate the perceptions of UK employees regarding the impact of AI on the future of work and employment.

- To explore the strategies that organizations can use to prepare for the impact of AI on the future of work and employment while maintaining GDPR compliance.

1.4 Research question

- What is the present situation of AI and technology and how will it influence future employment and work in the UK?
- How the principles of GDPR are pertinent to the application of AI in the workplace and what insinuations might this have for the employers and employees in the UK?
- What is the concept of employees of the UK about the influence of AI on the future of employment and work, and how might these concepts or perceptions be impacted by elements such as gender, age and level of education?
- What formulas can the companies apply to prepare for the influence of AI on the future of employment and work while maintaining compliance with GDPR and how efficient are these formulas in confronting these concerns and problems posed by the technology and AI in the workplace?

1.5 Research Significance

The influence of AI on the future of employment and work in the UK is a reason of considerable importance and significance to businesses, policymakers and individuals. The increasing implementation of AI can turn the workplace and bring improvement in effectiveness and productivity (Manyika, 2017). Nevertheless, there are even concerns around legal and ethical adoptions of AI, specifically around the application of personal information

The importance of research is in its capacity to inform businesses' decision-making and policy around the advancement and deployment of the systems of AI in offices or workplaces. By concentrating on the principles of GDPR, the research can offer assistance on how to make sure that systems of AI are advanced and deployed in a manner which is accountable, clear and respects the right of an individual to data and privacy protection. This can aid to establish confidence and trust in the systems of AI, both among consumers and employees.

Moreover, the research can even focus on the probable influence of AI on the labour market in a country like the UK. By inspecting the challenges and opportunities represented by AI, the systems of AI can offer a vision into the way AI can be yoked to create new groups of skills and jobs, while even recognizing probable areas of displacement of jobs. This can provide information regarding

policy decisions around upskilling and reskilling the workforce to make sure that individuals are armed with the required skills to flourish in a modifying labour market.

Further, the contribution of research to the broader academic debate around legal and ethical insinuations of AI. By concentrating on the principles of GDPR, the research can offer visions into how such principles can be used in the situation of AI and the manner they can be implemented to remain in pace with technological advancements (Dwivedi *et al.*, 2021). The importance of the research is in its capacity to offer practical assistance and visions into the way AI can be advanced and deployed in a manner that optimizes its capacity while reducing its threats. By confronting the legal and ethical insinuations of AI, the research can lead to constructing a more inclusive and sustainable future of employment and work in the UK.

1.6 Research rationale

The basis of this research is determined by the requirement to comprehend the influence of AI on the future of employment and work in the UK, and the insinuation for privacy of data and security. While the system of AI can convert the place of work, there are even certain concerns around the legal and ethical insinuations of the systems of AI, specifically in association with the application of personal information, but there is a requirement to comprehend how this outline can be used in the situation of the systems of AI. This research is even encouraged by the requirement to make sure that the advancement and deployment of the systems of AI in the place of work is accountable, and clear and respects the rights of individuals to data protection and privacy. By concentrating on the principles of GDPR, the goal of the research is to offer practical assistance and visions into how the systems of AI can be deployed and advanced in a manner that is acquiescent with regulations and laws of data protection

Moreover, the goal of the research is to carry out academic debates of wider nature around the legal and ethical insinuations of AI. By discovering the opportunities and challenges represented by AI in the place of work, the research has the goal to offer visions into how such problems can be confronted and how the systems of AI can be yoked to generate a more inclusive and sustainable future of employment and work in the UK. This research is motivated by the requirement to confront legal and ethical insinuations of AI in the place of work and to offer practical assistance and visions into the ways the systems of AI can be advanced and deployed in a manner that optimizes its capacity while reducing its threats.

1.7 Structure of the Dissertation



Figure 1.4: Dissertation structure

Chapter 2: Literature Review

2.1. Concept of artificial intelligence that Applied to future work and Employment Activity

Artificial intelligence is the simulation process where human intelligence processes the machine, especially the computation system. This kind of application covers the expert applications on the natural language process which recognizes machine vision. Artificial intelligence simplifies the component of the technology by use of machine learning techniques that specialize in the hardware and software training data set learned into the machine that will be helpful to complete any kind of similar work (Alam and Mohanty, 2023). Artificial intelligence basically minimizes the dependency on human resources. Artificial learning processes focus on cognitive skills that cover different kinds of activities that make predictions about the future state of business as well as employment-related outcomes. It is identified in the description for an image about the review for improving the generative artificial intelligence to create realistic states and other activities.

- a. Learning is an important part of artificial intelligence that focuses on capturing the data and creating the rules which are actionable for the information. Please kindly provide the computation technique on the step-by-step instructions to be created.
- b. Reasoning is another focus of artificial intelligence where it identifies the algorithm which is desired for the specific results (Chen *et al.*, 2022).
- c. Creativity is another part of artificial intelligence, the neural network which had the rule-based system at the statistical approach generator, the new kind of results and thoughts using employment activity.

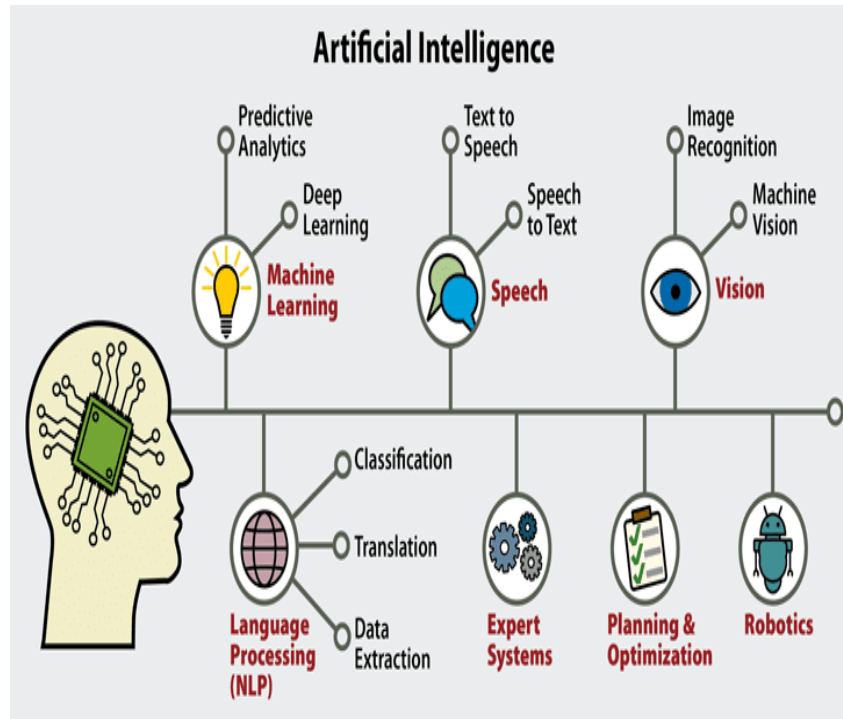


Figure 2.1: Concept of artificial intelligence

(Source: Sun *et al.*, 2022)

Artificial intelligence changes the potential of living activity where effectively it is following the automated task by humans. This kind of activity covers customer service and lead generation as well as faulty activity detected over quality control. Artificial intelligence performs the task where it comes about repetitive and orientation activity analysis about the large number of legal documents that ensure relevant field activity is properly maintained. It is an enterprise about the inside of the operations where the rapid expansions following the generative artificial intelligence tools are important in increasing job activity (Sun *et al.*, 2022). In the UK job employment sector the following business opportunities for large enterprises are covered by the use of software applications to connect risk analysis and different multinational companies focus on using operations over artificial intelligence. Reduce the time on the data analysis where the banking and financial activity properly followed under the security systems which is helpful in big data analytical tests (Campbell, 2022).

This kind of operation minimizes labour dependency and increases Productivity. It is delivered consistent results on artificial intelligence that offer the business able to reach the target in the native language. It is to improve customer satisfaction on the personalization approach where the

recommendation and the website design under the individual customer activity followed. Artificial intelligence basically utilizes every organization to increase the performance level and monitor activity where four kinds of machine learning systems are applied like a reactive machine, Limited memory-based machine, theory of mind, self-awareness (Indira *et al.*, 2022).

2.2 Artificial Intelligence Effect on the UK economy due to the modified job Employment

Artificial intelligence has taken the world within a few durations where voice assistance has the advancement in predictive analytics and generative artificial intelligence. Artificial intelligence has a significant outcome on the job market where the economic forum followed over the future report in 2020 editing the 85 million jobs replaced by 2025. Under the circumstances, artificial intelligence creates 97 million new job rules where it differs from traditional activity and the automatic repetitive tasks like data entry and processing-related management systems done by the machine itself (Carrillo *et al.*, 2022). Job recovery depends on the machine done by the data set on the robotic systems as well as the problem solving and creativity can be managed by the machine also. This kind of activity enhances the job and takes the requirement on problem-solving creativity on the new job also analysed.

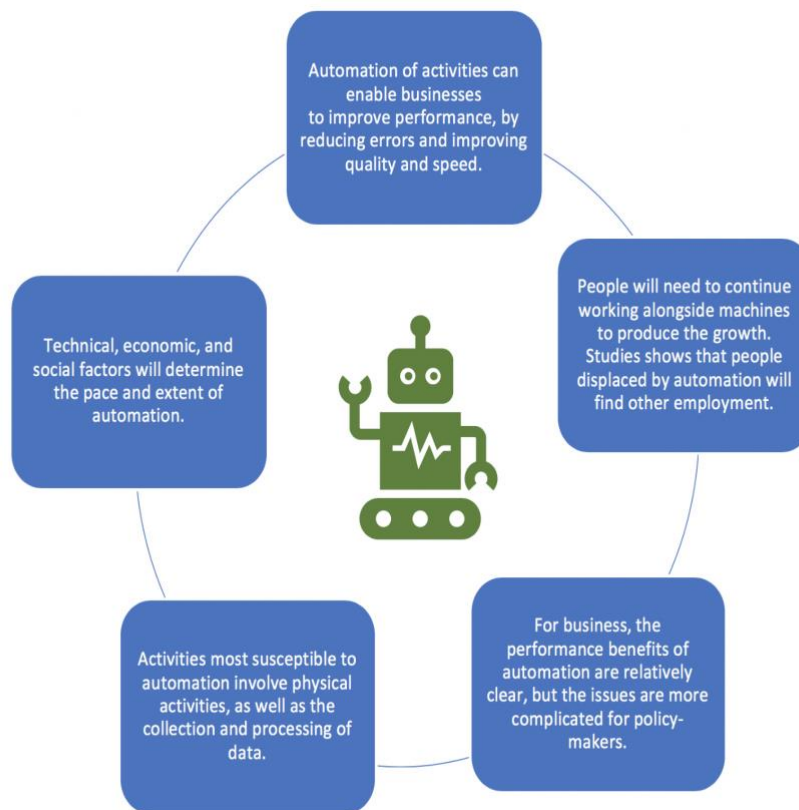


Figure 2.2: Impact of artificial intelligence on the labour market

(Source: Ezugwu *et al.*, 2022)

Artificial intelligence impacts job marketing that creates the industries where the sale of driving cars leads to business activities on autonomous vehicles like the right healing service and delivery companies. Ecommerce companies also use robotic systems in the supply chain management systems for identifying the same type of work and managed by artificial intelligence Technology (Ezugwu *et al.*, 2022). This kind of activity enables the strategy where it relies on data entry and the process beneficial that required the creativity and problem-solving situation can manage. In addition to understanding that enterprises adapting the changes to avoid the left behind due to the weekend motor retailers fully feel the impacts of computers in the growth of the region activity. Virtual assistance in the workplace is an important part of the artificial intelligence activity that can improve the schedule of meetings. Raising the manager's time to focus on the high value to record the full feel of human skills on their creativity and problem-solving decisions. Predictive analysis is the part of the business which transforms the recruitment to identify the candidates based on the factors of education and make the heading process efficient to minimize

the potential bias and the discrimination (He *et al.*, 2022). Texting lifting heavy objects on the hazards of the environment where it focuses on the record heaven skills and critical thinking can be managed by the decision-making approach.

2.3 Idea about the general data protection regulation act

The GDPR is a complete law of privacy that was launched by the EU in the year 2018. It is articulated to safeguard the personal and private information of the citizens of the EU and it applies to any company that processes the personal information of the citizens of the EU, irrespective of where the company is situated. The GDPR substitutes the previous directive of data protection, which was launched in the year 1995 (Regulation, 2018). The GDPR is more complete than the prior directive and it comprises several new provisions that have the goal to strengthen the protection of data for the citizens of the EU.

Some of the chief G DPR's provisions comprises:

- Consent: It needs that company's get clear consent from individuals before processing their personal information. This implies that companies must transparently define how they will apply the personal information of an individual and get their consent before processing it.
- Privilege to be forgotten: It provides any individual with the privilege to have their personal information deleted from the systems of an organization (Regulation, 2018). This implies that an individual can have permission that their personal information to be erased if they are no longer needed to be processed.
- Portability of data: It gives individuals the privilege to have permission that their personal information to be moved from one company to another. This implies that any individual can get permission that their personal information to be transported from one company to another without any restriction.
- Officer of data security: It requires that certain companies appoint an officer of data security, who is obligated for making sure that the company adheres to the GDPR. The officer must have specialisation in the protection of data and must be autonomous of the company.
- Breaches of the data: It needs that the company must report any breaches of information to the prevalent authorities within 72 hours of being conscious of the breach (Hintze and El Emam, 2018). The GDPR even needs that companies inform individuals in case their personal information has been attuned in the situation of a breach of data.

- Fines: The GDPR comprises considerable fines for companies that breach the laws or regulations. The company can be fined for about 4% of their international yearly revenue or € 20 million, which stands higher.

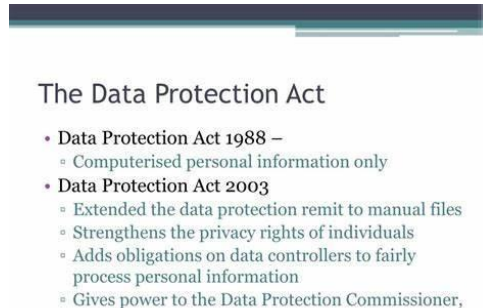


Figure 2.3: Idea of GDPR

Source: (Regulation, 2018)

The GDPR has had a considerable influence on companies all over the world, as many companies that course the personal information of the citizens of the EU have had to make considerable modifications to their systems and procedures to adhere to the laws and regulations (Regulation, 2018). The GDPR has even enhanced awareness regarding the protection and privacy of data and it has resulted in enhanced scrutiny of companies that process personal information.

The GDPR is a significant law of privacy that is articulated to safeguard the privacy and personal information of the citizens of the EU. Numerous new provisions have been launched that aim to reinforce data security for any individual and it has had a considerable influence on companies all over the world. As companies carry on with the processing of personal information in an immensely complicated way, the GDPR will carry on to be a significant regulation that articulates the way that companies handle personal information.

2.4 Impact of the general data protection Regulation Act on employment activity

The General Data Protection Regulation has had a considerable influence on the activity of employment, specifically in association with the way companies collect, apply, and store personal information regarding their workers (Sima *et al.*, 2020). Here are certain of the chief ways in which the GDPR has influenced the activity of employment:

- **Staffing and hiring:** The GDPR needs that companies are required to gain clear consent from the applicants for jobs before processing their personal information. This implies that companies must transparently define how they will apply the personal information of an individual and get their consent before processing it. Moreover, companies must make sure that they only assemble the personal information that is required for the procedure of recruitment and that they do not hold this information for longer than required.
- **Monitoring of the employees:** The GDPR even influences the way that companies control their workers. The companies must make sure that any screening they assume is required and balanced and that they get the consent of workers were adequate. Moreover, companies must inform the workers regarding any monitoring they assume and make sure that they know of their privileges in association with this monitoring.
- **Officers of data protection:** The GDPR needs that certain companies appoint an officer of data protection who is obligated for making sure that the companies adhere to the GDPR. In certain situations, this might have the involvement of appointing an officer of data protection, particularly for the data of employment. The DPO is obligated for making sure that the company's processing of employment information is acquiescent with the GDPR.



Figure 2.4: Principles of GDPR

Source: (Sima *et al.*, 2020)

- **Rights of the employee:** The GDPR offers employees numerous privileges in association with their personal information. This the inclusion of access rights to their personal

information, the right to have their personal information deleted or corrected and the right to respond against the processing of their personal information. Companies must make sure that they have a dispensation in position to reply to such requests in an efficient and timely manner.

- Awareness and training: The GDPR need that companies offer awareness and training to workers regarding data privacy and protection (Nawaz and Gomes, 2019). This implies that the companies must make sure that their workers have knowledge of their obligations in association with the GDPR and that they comprehend the significance of safeguarding personal information.

2.5 Reflection of AI and Technology on job employment

The influence of AI and technology on the job is a complicated and multi-layered problem that needs cautious consideration. On one hand, technology and AI can generate new industries and jobs and enhance productivity and effectiveness in present jobs. On the contrary, there are concerns that technology and AI might move human employees, specifically in sectors where the jobs are low-skilled or routine. One of the chief issues of technology and AI in the workplace is the requirement for employees to implement new technologies and obtain new skills (Jackson, 2021). As AI and mechanization increasingly take over tasks of routine nature, employees will require to advance new skills to stay competitive in the market of job. This needs investment in education and training and policies that aid workers as they shift to new sectors and roles. There are even concerns that technology and AI might perpetuate present disparities in the workforce. For instance, the algorithms of AI might be biased in response to some set of people or might reinforce present designs of acumen. Moreover, the advantages of AI and technology might not be distributed evenly, with certain workers and sectors gaining benefits in comparison to others.



Figure 2.5: Impact of AI on jobs

Source: (Loebbecke and Picot, 2015)

Another significant consideration is the ethical insinuation of technology and AI in the workplace. For instance, there are worries regarding the application of technology and AI for the monitoring of employees and the capacity for this technology to be applied to trespass on the autonomy and privacy of the workers (Loebbecke and Picot, 2015). Moreover, there are worries regarding the application of technology or AI for decisions on staffing and promotion, and the capability for these decisions to be unfair or biased.

To confront these problems, it is significant for employers, policymakers and workers to function together to advance practices and policies that aid the obligated application of technology and AI in the workplace (Crawford, 2016). This comprises spending on training and education, promoting inclusion and diversity and advancing ethical outlines for the application of technology and AI. By functioning together, we can be made sure that technology and AI contribute to a more equitable, productive and sustainable workplace for everyone.

2.6. Key employment and privacy would be maintained due to artificial intelligence

Artificial intelligence of the potential benefits on the several significant challenges where it is used to violate privacy and require the first amount of information fall into the wrong hands. Artificial intelligence is increasing the potential discrimination that results from the systems can lead to the decision effect on the individual outcomes such as race and socioeconomic status. It is important to identify that the artificial intelligence systems rely on the data for making a variety of the sources

where the online activity and the social media post reflects about the information on the personal life and the individual information (Alam, 2022). It is best on the discrimination participation bus leading to harmful outcomes for individuals. it may impact on the candidate's gender to unfair the exclude considerations and the systematic inequalities workforce also analysed.

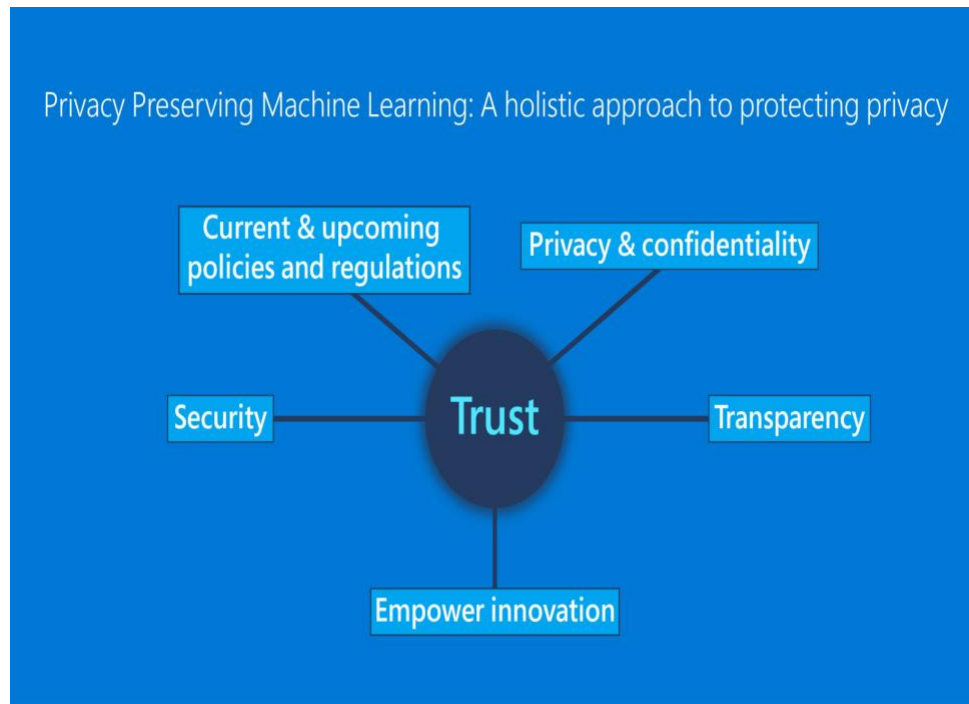


Figure 2.6: Key employment and privacy would be maintained due to artificial intelligence
(Source: Chander *et al.*, 2022)

- a. Job loss and economic resurrection is another impact on the artificial intelligence potentially growing that is capable of performing tasks previously done by humans.
- b. Replacement and the economic dissertation is an important parts of the privacy maintenance where the economic activity can lead to increased financial security that sacrifices privacy to end the requirement (Chander *et al.*, 2022).
- c. Personal information following over the location where it is necessary raises serious concerns about privacy and the job loss, just not the part of the economy due to the hiring process, which exemplifies the algorithm for screening job applications.
- d. Social media activity is another part of the job recruitment process for analyzing and gathering the amount of information to be followed and collected to use for better application.

A significant issue also impacts where the potential growth of the convincing fake image and video spreads to manipulate the public opinion. It creates sophisticated attacks and individual sensitive information for the link (Kishor and Chakraborty, 2022). The situation can be handled by the dissemination of the fake approach which is used to damage the information and violate their privacy. It is considered that the artificial intelligence created the videos showing the politician's involvement and widely followed by serious reputational harmful effects that reflect on the potential cause in the real world. Power of the big data on artificial intelligence is where different information interacts with the partial information that identifies and creates the opportunity for leveraging the data and influence. On presented powered influence the fact for immersive opportunity must be a proactive measure to improve the ethical responsibility (Machlev *et al.*, 2022).

2.7. Interrelation between the future work and artificial intelligence application

Artificial Intelligence can reduce the job employment market demand where there is concern about the status of expanding the growth of artificial intelligence due to the 30th percent of employees expecting that job automation in 2023. Under the circumstances, 18% of Artificial Intelligence can minimize the position of industry growth (Gnatowski *et al.*, 2023). Technology is expected to create millions when it is expected to replace it and anticipated the high demand of 97 million specialists required in the artificial intelligence industry. Financial Service also minimizes 15% of demand and the education sector reduces 8% of human dependence. Artificial intelligence is rapidly used in the little sector where the expected 20 billion US dollar cost is reduced due to the annual growth rate also 39%. 80% of executives expect the companies to adapt the artificial intelligence power into 2027 and the spending of growth rate reducing human dependence. Chatbots and artificial intelligence support 23% of customer service and 60% of employees prefer to speak about the customer service they represent and are concerned about connectivity (Dhakal *et al.*, 2022). The precedence of the research evaluated about the artificial intelligence market size impact of over the 138 billion dollars and the forecast annual growth rate is also 33%.

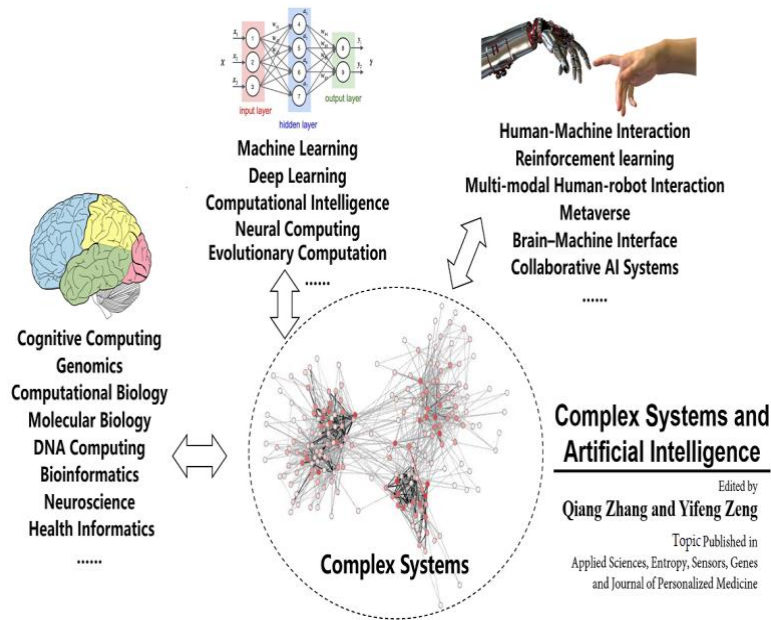


Figure 2.7: Interrelation between the future work and artificial intelligence application

(Source: Budhwar *et al.*, 2022)

It is reducing the operation all time and reducing human error where the automation activity roasts the task and enhances productivity. A virtual assistant is an important part of the business activity where the Global spending of outstanding reflects over a hundred billion US dollars and according to this, it is improving the virtual assistant activity. Different MNC expenses use investments in developing the artificial intelligence product that creates the product and service and minimizes the human dependence (Budhwar *et al.*, 2022). Under the circumstances, eternal activity followed the journey where the veteran Travelers could identify and the transportation activity managed with the use of artificial intelligence. In the manufacturing sector it is robotic arms and dating back to 1960 the industry adopted the power for the industrial robot typically around the performance on a limited range of the task. In the Healthcare sector, big data analytical tools capable of identifying the disease and the speed of a streaming activity were discovered to monitor patients by the nursing assistant (Saura *et al.*, 2022).

2.8. Provision of the artificial intelligence that replacing the GDPR in the UK

Information security standard provides the guidance for the organization to look forward to system support the compliance of the GDPR where the data privacy requirements abbreviated on the privacy information management systems. Standard demonstrations on the use of artificial

intelligence following the GDPR Activity referred to the information management systems. It is reducing the right of the individual to enhance the information on the security management approach effectively followed to support the compliance relative privacy legislation. In this contract, it is represented that in the UK the representative controls either the goods or the services for data subject monitoring the union for establishing the control of country activity (Liu *et al.*, 2022). The specific requirement depends on the UK where the legal expertise protecting the law and a high level of Technical understanding. it is unable to communicate the supervisory activity and expertise of European Union data protection law connected to cyber security systems. In addition to understanding that the pragmatic approach represents the intensifying activity where the data protection regulation fully fulfils the obligation of article 27 of GDPR that requested to implement the business activities under the protection compliant manner. In these circumstances, it is identified that adequate contact can fully feel the data subjects and consider the individual isms bringing more compliance on the European retirement (Ughulu, 2022).

- a. Accountability and the governments including the guidance to address the artificial intelligence cough at the organization systems considered the data protection impact assessment approach. A less risky alternative considering the reasoning where it is chosen is the allocative harm for taking the decisions and opportunity which is representing the systems reinforced on the group identity.
- b. Transparency in the artificial intelligence also fully feels the high level of recommendations that control and collect the information receiving the privacy. Trend dataset is used for collecting the information and the reasonable period maintaining the contact with the people (Kurani *et al.*, 2023).
- c. The Lawfulness of artificial intelligence depends on the reinforcement and the affinity of group approach. Artificial intelligence systems making the importance and the category of the data counting the special categories under the data protection law. This system results in the relevant information that is intended about the different Activity intensifying the group approach for involving the making reference about the affinity of the group.
- d. Fairness of artificial intelligence is recommended about the approach which applies to the considerations and the poses about the personal data of mitigation. Article 22 is an important part where the data protection fairness considers about the life cycle that may build up the impact on the explanation of how to be followed to maintain the security

systems and the information of the employers can be held on a particular server (Mogaji and Nguyen, 2022).

2.9. Theoretical approach

Theory of mind is used in artificial intelligence where the complex situation of understanding and trying to figure out about the mind functions has been passed on to philosophers for a long time. In this context it is also intriguing about the consequence of the possibility analysed inside about human behaviour prediction and enough variables are used there. Theory of mind refers to the cognitive capacity of the attribute on the mental state where the sales can be capable of including the common sense of the psychology (Allahyari and Roustaei, 2022). It is the part of the theory of mind where cognitive systems are taken to form on the belief that the judgment on the mental state is directly connected. Under these circumstances, the mental state of prediction knowing the situations for the predictive future action. Theory of mind and artificial intelligence taking the advantage of the computations where the particular situations achieve the deep neural models.

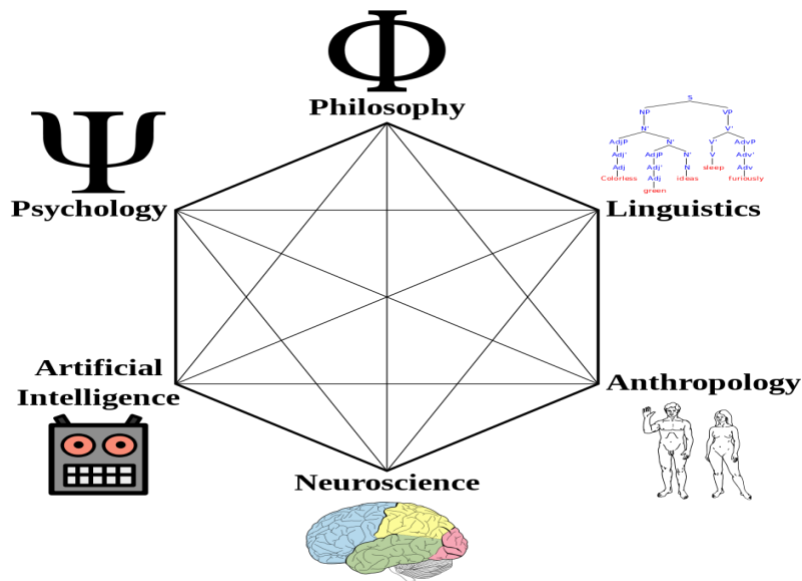


Figure 2.8: Theoretical approach

(Source: Baes *et al.*, 2022)

The specific things obtained about the performance which is designed to excel and will of the artificial intelligence deal with the whole range of different tissues. It interacts with the fundamental aspect of artificial intelligence where the combination of the pattern recognition and the model-based issue develops common sense (Baes *et al.*, 2022). It is about the social dynamics

but the moral thoughts truly integrated into the social life of empathy and the natural social behaviour. In these circumstances, it is also followed that theory of mind framework inverse reinforcement learning approach can be helpful to get the proposed research activity. Artificial systems to the activity which is going to collect the information and interlink between the environments for creating the individual model that encompasses the particular behaviour of the elements. A general model applies to artificial intelligence which follows an overlapping communication channel and is necessary to achieve the results that improve the methods and expected impressive outcomes in dealing with the complex environment (Salvagno *et al.*, 2023).

2.10. Literature gap

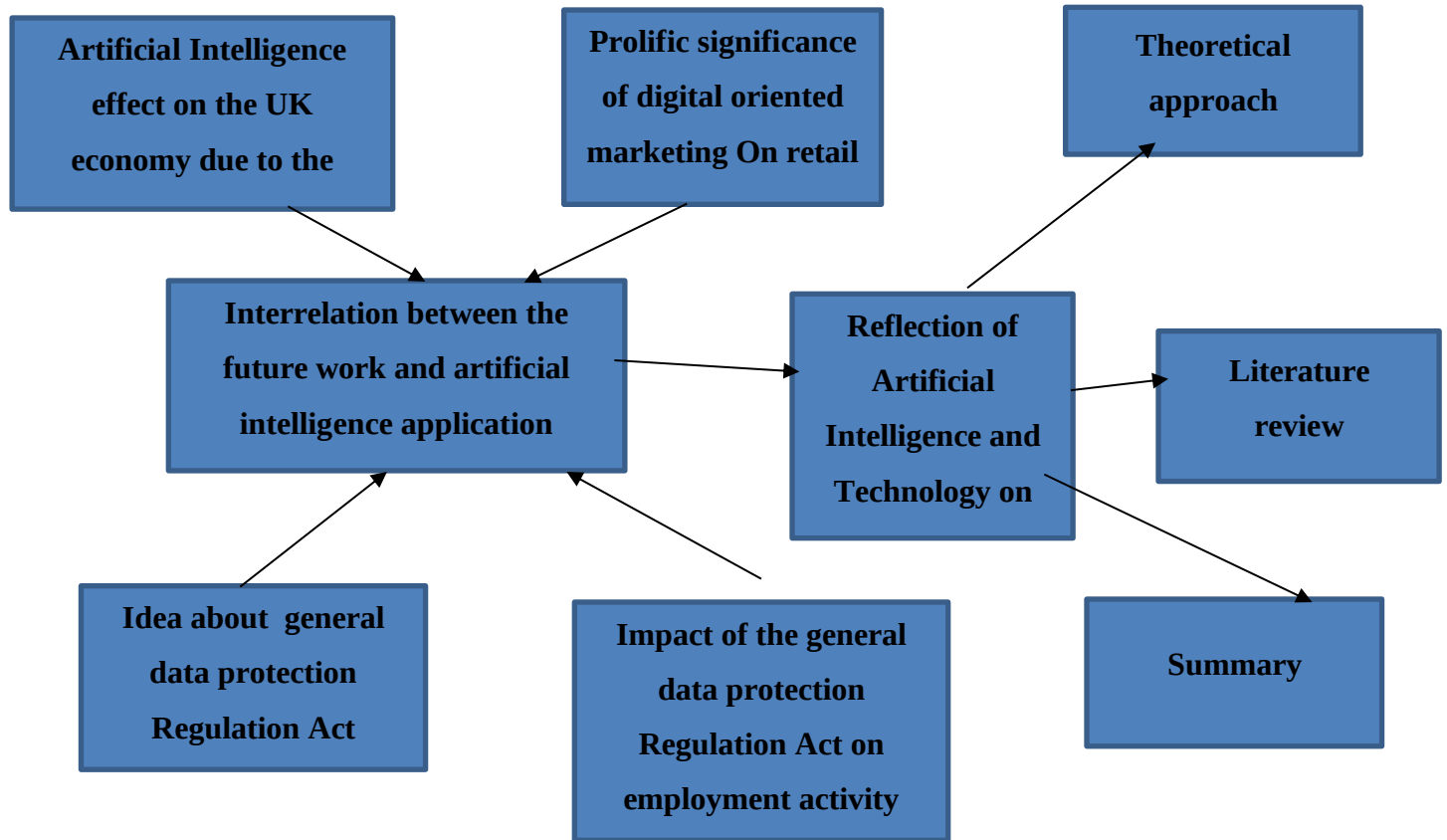
In this study it is discussed about the difference between artificial intelligence applications minimizing the human resource in the job as well as the employment status that can be rapidly changed by the use of artificial intelligence. In the manufacturing or Healthcare sector where the Robotics applications can do the same type of job which replaces the human resource. However different kinds of Management and the innovation technique is utilized over the technology but managerial segments and leadership activity are not properly discussed. How to manage the print data set facing the malfunction and can overcome the situation-related strategy needed to take in by the organization. Under these circumstances the effective strategy as well as the substitutional planning approach not properly analysed that can be overcome the situations where the virtual assistant models with the customer.

2.11. Summary

Artificial Intelligence can minimize the dependence of human resources in any sector and it usually impacts job employment activity. Research and development on artificial Intelligence can provide error-free outcomes and the same kind of job easily managed by the trend datasheet machine. This kind of artificial intelligence approach reduces the human error which DCC and information previously gathered on the certain state of programmatic approach. It is also identified that reduction of the human error by the surgery systems can perform the complex process by the Precision and the accuracy approach. On the particulars in audio 0 risk is overcome by the laying artificial intelligence robot for defusing the bomb and the space of exploding the deepest part of the ocean. Prediction analysis is an important part of identifying the demands and how to fully feel their requirements on time can be managed by the use of artificial intelligence.

Training and being accustomed to the new kind of systems can be managed by the artificial intelligence of what the customer deals with and 24*7 availability over the virtual assistant mode dealing with it. Regarding these, the interest systems work faster and perform multiple tasks on a real-time basis which are dependent on digital assistance. A website utilizing the digital assistant that can dispose of the conversations and it makes it helpful for converging the human chatbot. Invention on the driving of the numerals activity resolving the challenges that allowed to the doctor an unbiased decision reflected on the rational approach. Artificial intelligence is not only the best condition for performing repetitive jobs, but also where manual courses and eliminating boring tasks can allow the focus on creativity.

2.12. Conceptual framework



Chapter 3: Methodology

3.1 Introduction

The methodology portion of the research is the most essential part of any study as it usually gives the essential data sets necessary for conducting any study based on the topic of interest. The research methodology portion gives important knowledge regarding the tools and resources used for completing the work in an effective manner. In this study the impact of Artificial intelligence on the future employment prospects of the United Kingdom. It has been estimated that AI systems are highly reliable and useful for enhancing the working operation of any business sector. However, at the same time, the AI system raises various legal and ethical issues which mainly comprise data protection and privacy issues in the workplace. The use of AI technology raises issues regarding the GDPR principles, which are mainly responsible for safeguarding the rights and privacy of individuals in the workplace. The research methodology portion mainly comprises various sub-pints like “Research philosophy, research Approach, Research design, Data collection, data analysis”, and much more. All these sub-pinots justify the proper method by which the study has been conducted (Snyder, 2019). However, the methodology section also comprises the ethical consideration portion, which is depicted as the most essential portion of any research study, as it justifies the ethical practices used for conducting any study, and assures the authenticity of the research study.

3.2 Research onion

The research onion provides the summary of the entire framework of the study where the entire portion of the study is simplified in a form of a table. The name research justifies pills of onion, where each of the parts of the methodology is the main skin of the onions, or they are the layers of the onion. The multi-pattern of the onion includes “philosophy, research design, collection, data analysis” and many more. Overall, it can be justified that the research onion mainly gives the framework of the research study and this section simplifies the entire parts of the methodology section based upon the use of AI in the future employment prospects of the United Kingdom (Pandey and Pandey, 2021). The research onion model mainly relies upon the “Saunders Research

Onion”, which mainly helps in the depiction of the most appropriate methods required for conducting the study.

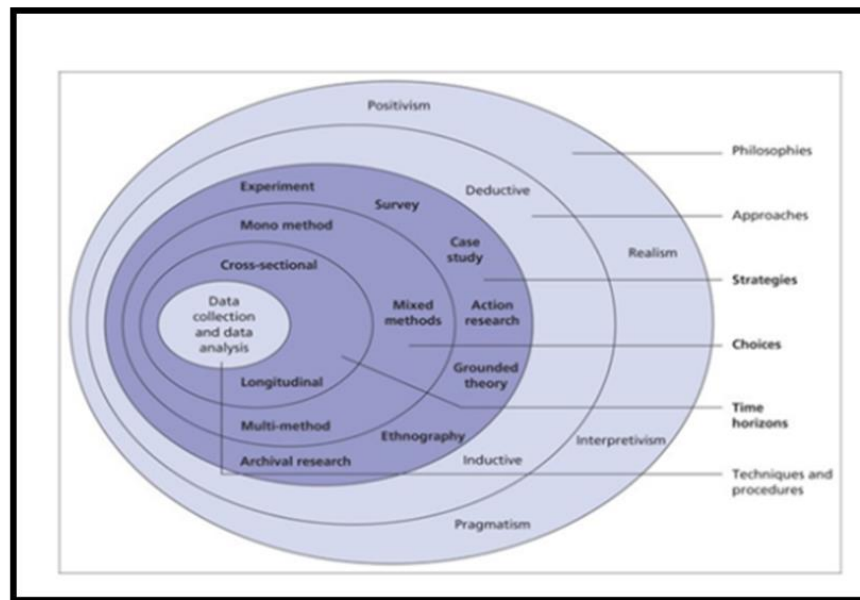


Figure 3.1 Research Onion

(Source: Hasan *et al.* 2021)

In this study, the importance of artificial intelligence for future employment and future work approaches in the United Kingdom has been analysed. It has been seen that AI systems are highly beneficial and they highly help in the development of business models, however, at the same time they create various privacy and ethical issues associated with any business organisation, which can hinder the operation process of various business organisations. The GDPR group has been initiated in 2018 and is mainly responsible for protecting the issues arising from the use of AI technologies in various business organisations in the United Kingdom. The GDPR system was mainly developed by the European Union for safeguarding sensitive and private information. Depending upon the topic of interest the depicted onion structure is displayed below,

SI NO.	Process	Selected Method
1	<i>Research Philosophy</i>	Interpretivism philosophy
2	<i>Research Approach</i>	Inductive Approach
3	<i>Research Design</i>	Inductive
4	<i>Data sampling method</i>	Surveys from the employee of the UK and interviews with managers, AI experts, and stakeholders
5	<i>Data collection method</i>	Secondary data collection
6	<i>Data analysis methods</i>	A mixed method of analysis

Table 1: Justification of research onion

(Source: Self-Created)

3.3 Research Philosophy

In this study the impact of Artificial intelligence on the future employment and work prospects of the United Kingdom. It has been depicted that AI systems are highly reliable and useful for improving the working activities of any business sector. However, at the same time, the AI system raises various legal and ethical issues which mainly comprise data protection and privacy issues

in the workplace (Snyder, 2019). The use of AI technology raises issues regarding the GDPR principles, which are mainly responsible for safeguarding the rights and privacy of individuals in the workplace. Therefore, the research philosophy is the portion of the study which allows the effective gathering of various datasets based on the topic of the study. The philosophy portion of the research also deals with depicting the nature of the study. It has been estimated that various participants will have various opinions regarding the importance of the AI system in a business organisation and many participants are yet unknown of the threat possessed by using the AI system in various organisations. Therefore, the philosophy portion of the methodology has given the generalized expression of various responses of different participants included in conducting this study. In general, the philosophy portion of the research study is of four types, “positivism, pragmatism, interpretivism, and realism”. However, after a complete analysis of the four types of philosophy, this study mainly relied upon the interpretivism philosophy. The main reason for selecting the interpretivism philosophy is that it mainly provides factual knowledge based on the surveys conducted on various individuals regarding the topic of the study.

Justification

The main advantage of using the interpretivism philosophy is that it comprises realistic and social information for describing the impact of AI on the employment and future work of various organisations in the UK. The interpretivism philosophy also helps to arrange the work in a subjective manner, which can be very beneficial for the readers. AI systems are very beneficial for enhancing the operation of business organisation and they help in almost every type of activity in a business organisation. However, AI technologies raise various legal and ethical concerns, which comprise data protection and privacy issues in various business organisations. In general, the implementation of AI systems in various industries raises essential queries regarding compliance with the principles of the GDPR, which is mainly responsible for protecting the rights and privacy of various workers in the workplace.

3.4 Research Approach

The research approach section of the study mainly justified the plan and procedure of the work based on the surveys and interviews conducted with various participants regarding the topic of the study. The approach section of the work is based upon different assumptions based upon the

interview conducted among various participants and focus groups. The research approach is mainly of three types, “Inductive, Abductive, and Deductive” (Sileyew, 2019). The approach portion of the study depicts the proper knowledge and information to the researcher regarding the different data collection approaches. The Inductive research approach is mainly used as it usually gives proper knowledge based on the topic of interest. It also focuses on the evaluation of the untested conclusions based on the topic of the study. In the case of the deductive approach, mainly deals with various circumstances and conditions depending on the topic of interest. However, in the case of the Abductive approach, the study relies upon generalized information based on specific things which can have serious consequences in the work.

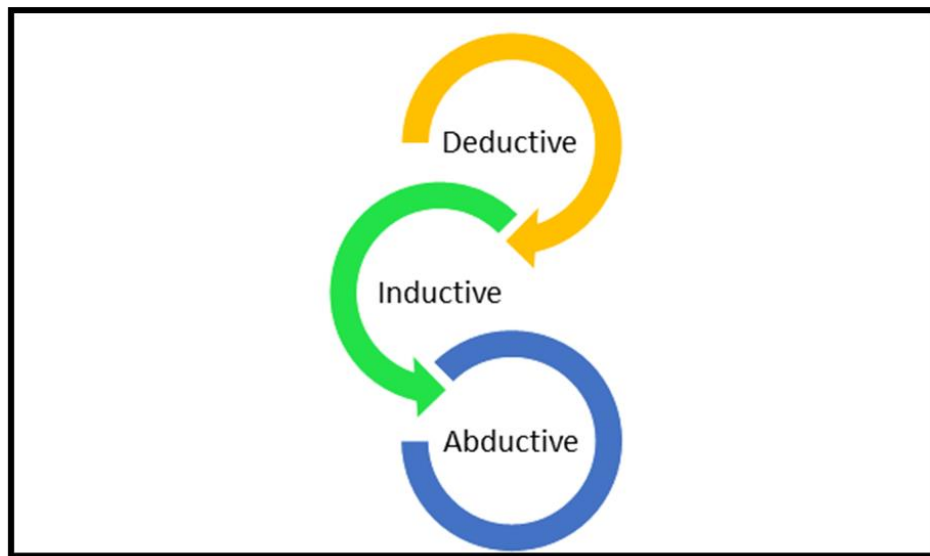


Figure 3.2: Research Approach

(Source: Gregg *et al.* 2022)

Justification

Based on all three types of approaches, this study relied upon the inductive approach. As the major portion of the study relied upon the collection of data from various surveys and interviews. The inductive research approach mainly aims to develop theories depending on the topic of interest. In the inductive research approach, the work mainly begins with various sets of observations then it moves to specific sets of conclusions and views given by a specific group of participants (Gregg *et al.* 2022). This is known as the most structured way of analysing the data collected from the

study based on the views of the participants, every piece of information gathered for this section is unique and they are authentic.

3.5 Research Design

The design used in the study mainly relies on the methods and approaches essential for conducting the study. The design of the research is mainly subdivided into three essential parts, Descriptive, Exploratory, and Explanatory research design”. This portion of the study comprises the data collection and evaluation with the use of various tools and techniques. The design portion of the study mainly helps in analysing the data in a structured manner. The research design portion mainly helps the researcher to gain a vast knowledge regarding the views of individuals on the topic of interest. This approach gives independent views of the participants and helps in conducting the work in an organised manner. The research design sections also solve various queries arising during the study and it is highly effective in depicting the importance of the study.

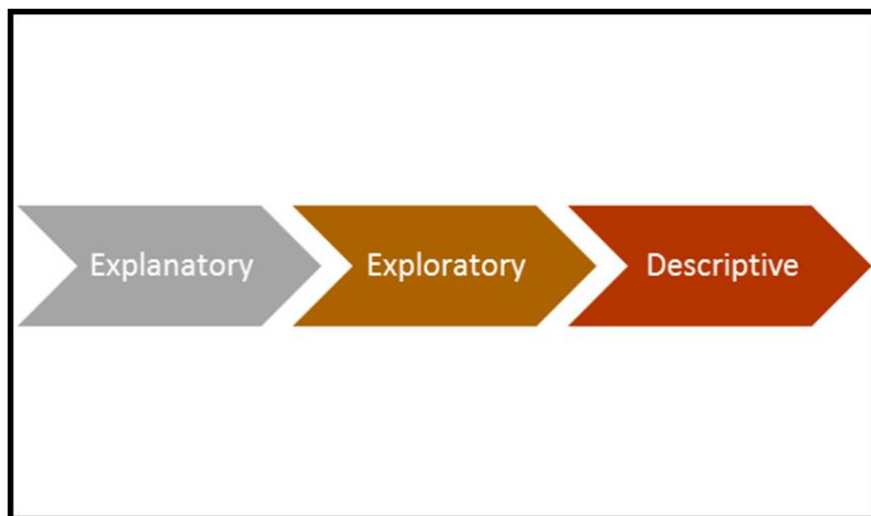


Figure 3.3: Design of the Research

(Source: Sen, 2018)

Justification

For conducting this study based upon the Ai tools, a deductive approach was used, which is able to depict the vital information regarding the use of AI in future employment and working

approaches with compliance to the GDPR policies. The descriptive design is very essential in mitigating any existing issues within the study and it also helps in conducting the work in a smooth manner. The explanatory band and the exploratory design are only used for depicting the value of any study; however, the descriptive design is very essential for depicting the data analysis portion in an effective manner (Sen, 2018). The Descriptive design highly helps to gather information gained from various interviews and surveys based upon the importance of AI and its issues in the future employment and working approaches in the United Kingdom.

3.6 Data collection tool

The collection of data is mainly depicted as the major aspect of the methodology portion of a research study, as it describes the different methods used by the researcher while conducting the study. The data collection approaches are of two main types, depending upon the topic of the study. In general, the data collection method is subdivided into primary and secondary data collection methods (Greening, 2019). In the primary data collection method, the data are mainly collected from various focus groups, surveys, and interviews. However, in the case of the secondary data collection method, data are collected from articles, journals, and internet websites. The secondary data collection approaches are highly beneficial for those works which have time restrictions. However, it has been depicted that the primary data collection approaches are more beneficial as they are not dependent on any pre-existing works, and they give authentic data sets.

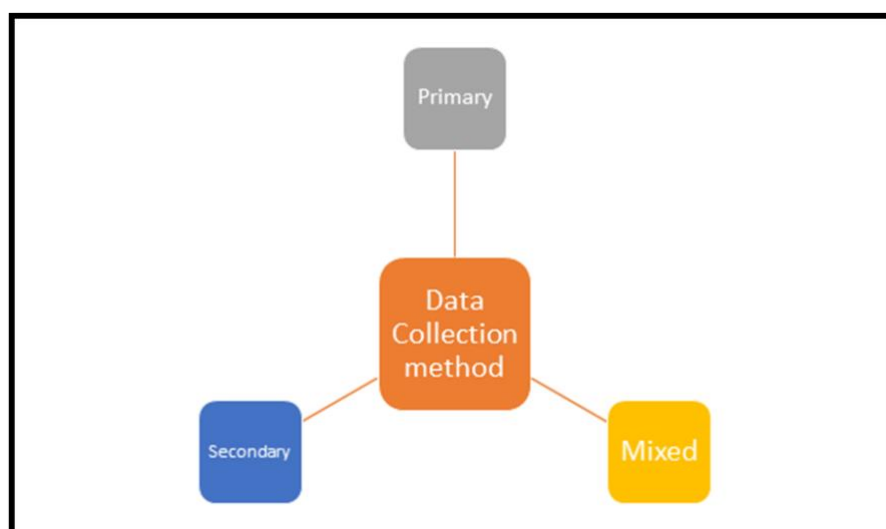


Figure 3.4 Types of Data Collection Method

(Source: Zawacki *et al.* 2020)

Justification

In this study, the primary data analysis has been taken where the majority of the data are collected from interviews and surveys. The primary data collection methods are very reliable and they give factual data regarding the topic of interest. Primary data collection approaches are time-consuming but at the same time, they provide raw data regarding any particular scenario based upon the topic of interest. In the primary data collection method, the data are mainly collected from various focus groups, surveys, and interviews. In this study, a survey has been conducted based on the employees of the United Kingdom regarding the influence of AI on future work and employment. The survey comprises various questions and for measuring the perception of the participants a Likert scale has been used. In another instance, interviews have been conducted with the HR managers, stakeholders and HR managers of various organisations in the United Kingdom, regarding the in-depth analysis of the influence of AI on various workplaces.

3.7 Data collection method

For this method, an approach of mixed method will be applied, this has the involvement of both qualitative and quantitative methods of data collection. The quantitative research approach will have the involvement of surveying the employees of the UK to comprehend their insights or perceptions of the influence of AI on employment and work in the future. The method of qualitative research will have the involvement of carrying out interviews with the managers of the HR department, the experts in artificial intelligence and other investors and stakeholders to have an in-depth comprehension of the influence of artificial intelligence on the workplace.

The qualitative data assembling approach for this research will have involvement of online survey that will be carried out among the employees of the UK. The survey will comprise multiple-choice queries and a Likert scale to evaluate the perceptions of the participants on the influence of artificial intelligence on numerous aspects of employment and work. Participants will be staffed by applying convenience sampling with the help of online forums, social media and invitations through email (Shorten and Smith, 2017). The survey queries will be articulated depending on the research objectives and queries of the research. The data of the survey will be assembled by

applying an online survey podium and the replies will be preserved safely. The data of the survey will be evaluated with the application of techniques of analysis like regression and correlation evaluation. The qualitative data assembling approach for this research will have the involvement of carrying out interviews with the managers of HR, the experts of AI and other investors or stakeholders to have an in-depth comprehension of the influence of AI on the work environment. The interviews will be semi-structured, enabling flexibility and the discovery of the themes in depth.

3.8 Data sampling

The data sampling method is purposive sampling, which is a sampling method of non-probability nature. It has the involvement of choosing the participants who are available readily and are accessible. In this research, the survey will be carried on online and the participants will be staffed with the help of social media, email invitations and online forums. Purposive sampling is appropriate for assembling data from the huge size of the sample and inspecting attitudes, opinions and beliefs. Nevertheless, this technique of sampling is not illustrative of the whole population and might introduce bias in sampling.

To eradicate sampling bias, the author or the researcher will make sure that the survey queries are neutrally phrased and do not prejudice the responses of the participants. The researcher will even make sure that the survey queries cover a broad variety of topics associated with the influence of AI on the work environment to make sure that the size of the sample is varied. The data from the interview will be assembled by applying purposive sampling, which is also a sampling technique of non-probability nature. Purposive sampling has the involvement of choosing participants who have suitable knowledge and experience of the influence of AI on the work environment (Campbell *et al.*, 2020). In the assignment, the managers of the HR department, experts of AI and other investors will be staffed with the application purposive sampling.

3.9 Data analysis technique

Data collection is the most essential part of any research study as it depicts the collection approaches of various datasets that are necessary for conducting the study. However, after the data collection approaches, the analysis of the dataset is the second most essential process of the methodology section (Mishra and Alok, 2022). The data analysis approaches are mainly of three

types, qualitative, quantitative, and mixed methods. The data analysis section helps the researcher together the outcome of the datasets collected by various means. In this study, the data are collected from various interviews and surveys on the HR managers, employees, Stakeholders and Experts of AI, which can give proper knowledge regarding the topic of the study. This study has concluded the mixed method of analysis where in the quantitative method engages the use of surveys on the employees of the United Kingdom for understanding the influence of the AI on future employment and work. In the case of the qualitative analysis, the work was based upon the interview concluded with the HR managers, stakeholders and AI experts regarding the influence of AI technology in the workplace.

Justification

The combined analysis approach using the qualitative and quantitative analysis has provided in-depth knowledge regarding the topic of interest. In the quantitative analysis, the surveys comprise of multiple question sets based on the topic of interest and the participants are allowed to share their opinions (Patel and Patel, 2019). However, in the case of the qualitative analysis, interviews were conducted with various HR managers, Stakeholders and AI experts, where the mode of the interview was face-to-face. These face-to-face interactions provide the most effective knowledge regarding the influence of AI technology on the future of employment and working in the United Kingdom.

3.10 Ethical consideration

This work was copied with the “Data Protection Act, 2018” and it justified that all the ethical norms were followed during proceeding with each of the steps of the work. The work contains various interviews and surveys from various employees and management teams of different companies. Therefore, safeguarding the personal detail of the participants is the first priority of this work. Along with it, none of the participants was forced to justify their feeling and even proper permission was taken from the participants before conducting the work. The data that were collected were kept in a safe place and the work is free from any biased conclusions (Muhaise *et al.* 2020). Even this work assures that none of the data collected from the interviews or survey tampered with or changed. In this work, the datasets were only used for the educational purpose and it or not ed harm to anyone’s sentiments.

3.11 Summary

In this study the main emphasis was on the role of the Artificial Intelligence system on the future of employability and working of various business organisations in the United Kingdom. It has been estimated that AI systems are highly reliable and useful for enhancing the working operation of any business sector (Mukherjee, 2019). However, at the same time, the AI system raises various legal and ethical issues which mainly comprise data protection and privacy issues in the workplace. The use of AI technology raises issues regarding the GDPR principles, which are mainly responsible for safeguarding the rights and privacy of individuals in the workplace. In the current world, the AI system is used in almost every small, medium or developed business organisation. The majority of the industries highly rely upon the AI technologies for their daily operations. However, depicting the issues of the AI will give an important message to those individuals who are completely relied upon these technologies, and overall, it can prevent for the existence of any privacy issue within a business organisation in future.

3.12 Timeline

Refer to appendix A

Chapter 4: Findings and Discussion

4.1 Introduction

Artificial intelligence rapidly uses in every sector its impact on human resource activity and dependence on machines increased. In this scenario, it is important to identify the artificial intelligence that is very helpful for performance activity in every sector and for creating better job opportunities in the future.

4.2. Findings

In this study, it is discussed on different kinds of findings to be followed over the interview transcript and the survey to know about artificial intelligence's impact on job employment under the GDPR rules. The quantitative process survey technique followed the 50 participants among the HR manager, stakeholder, Organization head, Data Analyst, and cyber security experts who are getting their opinion on different questions and specific ideas reflected on the Excel sheets over graphical representation. The question is stated over Appendix B on the interview transcript. On the other hand, the qualitative approach followed the five questions asked to 5 Experts with artificial intelligence activity as well as the job employment sector in the UK.

4.2.1. Quantitative analysis

Question 1

Generally, the data protection Regulation Act is incorporated over the job employment market in the UK this asks the Human Resource Department of any organization where it is analysed that 25 out of 50 means 50% of people identify that yes it is important and 15 out of 50 participants disagree with this statement. On the other hand, 10 out of 50 participants cannot say anything about this statement and they do not answer the question.

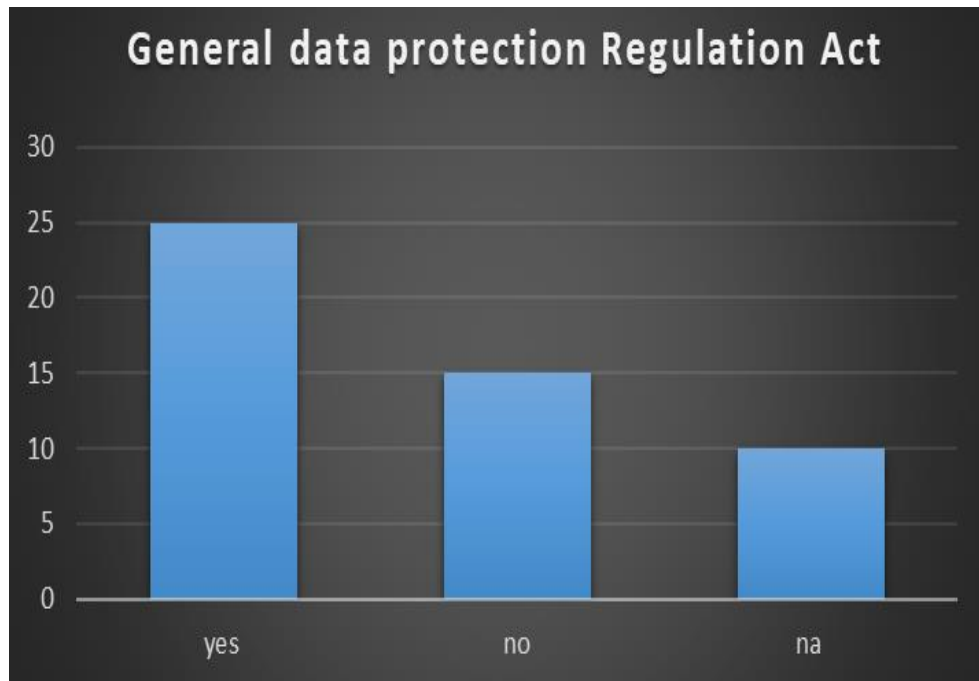


Figure 4.1: graphical representation of Question 1

(Source: by the learner)

Question 2

Artificial intelligence is reflected in job creation where 28 out of 50 participants say yes it has an impact on the job and labour market where the same kind of job is done by the machine and 22 out of 50 which means 44% say no it does not impact. Percentage wise graphical representation is reflected 56% of participants agree with the artificial intelligence impact on job creation due to the operation and software application process can be dependent by the implication of the technology.

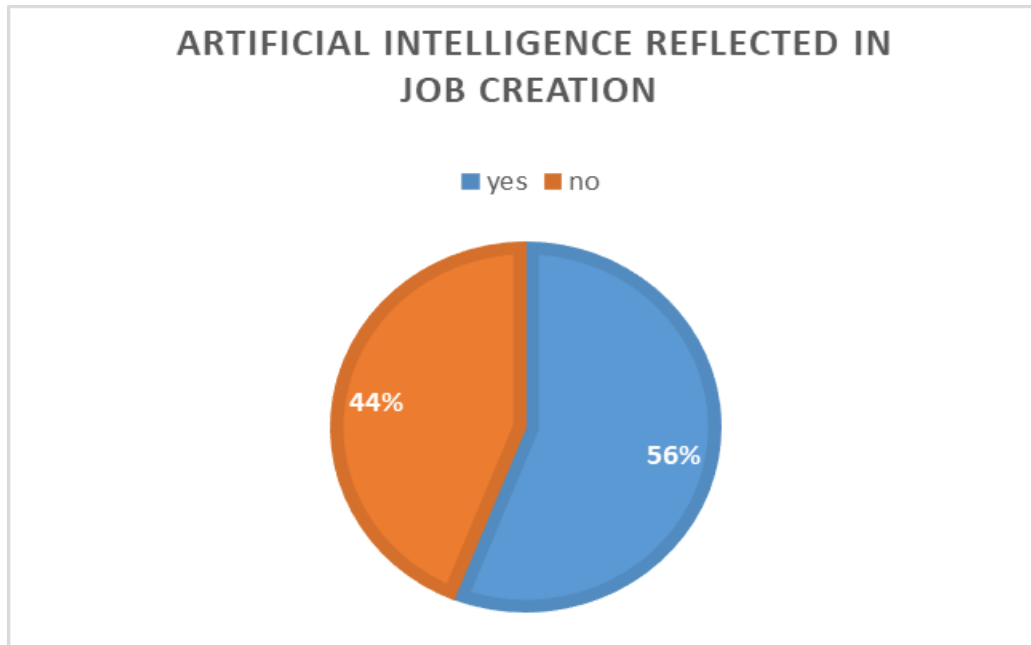


Figure 4.2: graphical representation of question 2

(Source by the learner)

Question 3

Artificial intelligence is reflected in job creation in a labour market where 20 out of 50 participants say yes that it is helpful for the creation of the job labour market but 16 out of 50 opinions that no it does not help create new jobs. Not answering this particular question is 14 that analyse that identically it is reflected on the graphical presentations about the questions is identified on the requirement as per the job market.

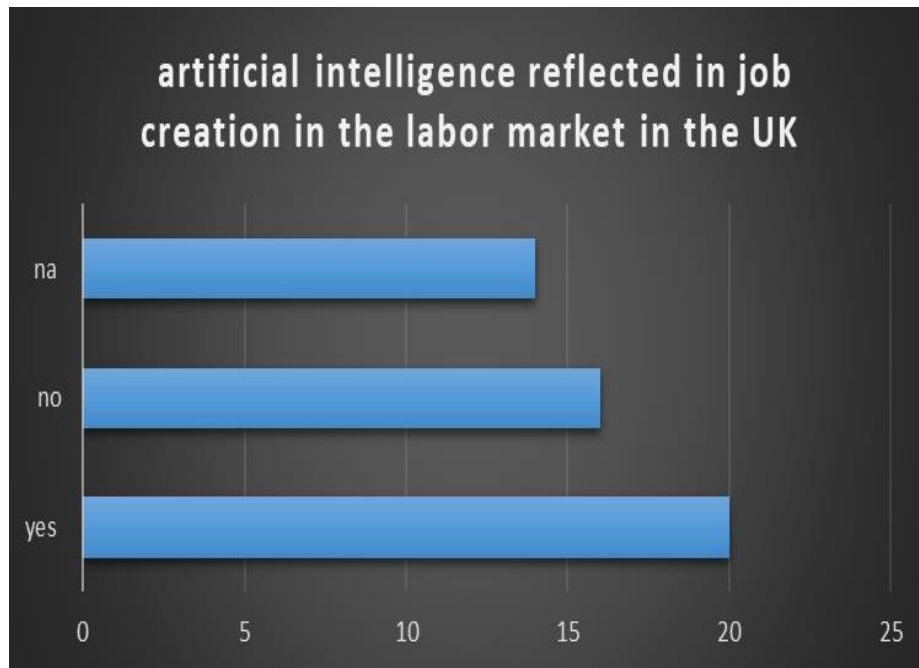


Figure 4.3: graphical representation of question 3

(Source: by the learner)

Question 4

Artificial intelligence is followed under the general data protection and Regulation Act where confidentiality and important information are stored on the server. 24 out of 50 participants say that technically it is followed by the rules and regulations and 18 out of 50 say no it is not properly maintained and 8 of them are not answering the questions. Graphically it is presented that almost 50% of participants have an opinion about the general data protection act to be followed on artificial intelligence applications in the labour market.

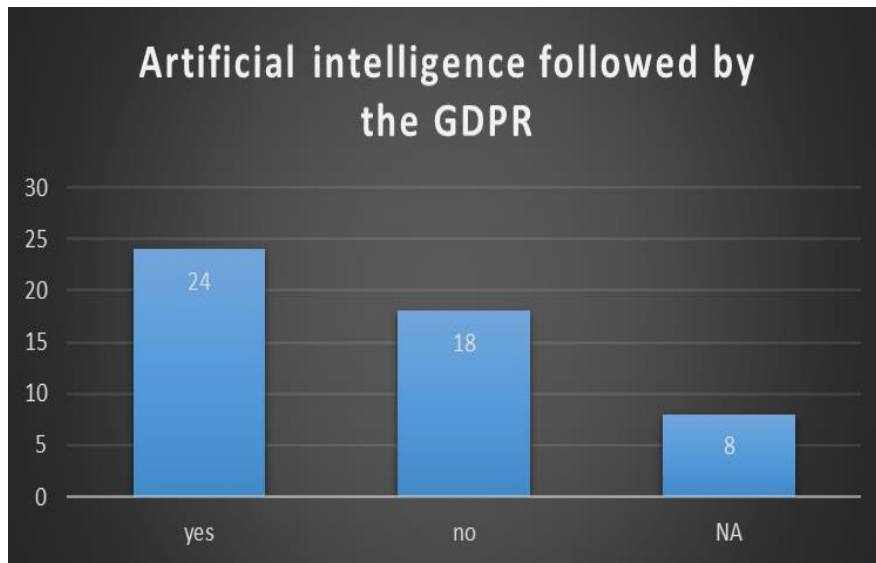


Figure 4.4: graphical representation of question 4
(Source: by the learner)

Question 5

Potential impact identified in the job market by the implication of artificial intelligence where 20 out of 50 participants whereas 45% of total participants say yes that potential impact identified on the job Market by the use of Artificial Intelligence and 15 out of 50 means 22% results do not agree with the statement.

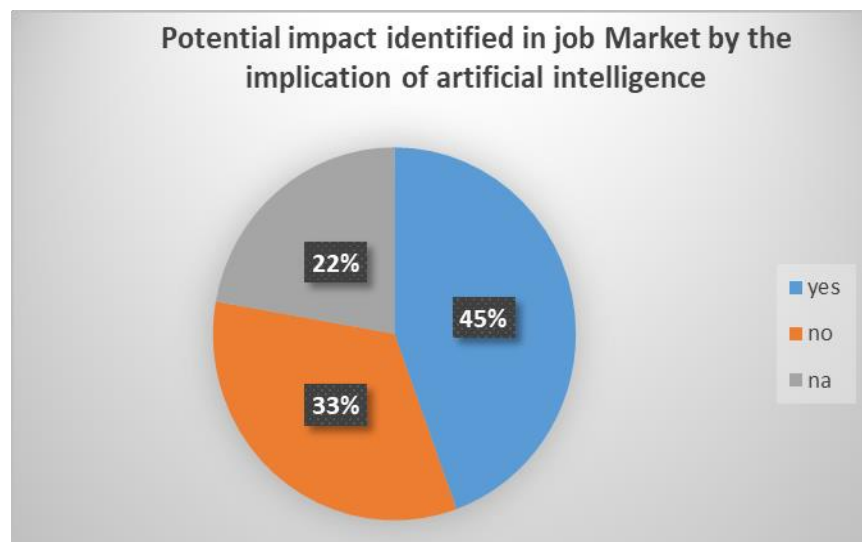


Figure 4.5: graphical representation of question 5
(Source: by the learner)

Question 6

Accuracy and the performance level of the job market improved when Artificial Intelligence supervised and monitored their performance level. Machines system-related activity improving human accuracy and trying to deliver error-free outcomes to the organization. On this perspective, 23 out of 50 participants can agree with this statement whereas 12 out of 50 cannot agree on the particular approach. 15 out of 50 which means 20% not answering this question where the admission intelligence cannot help improve human accuracy.

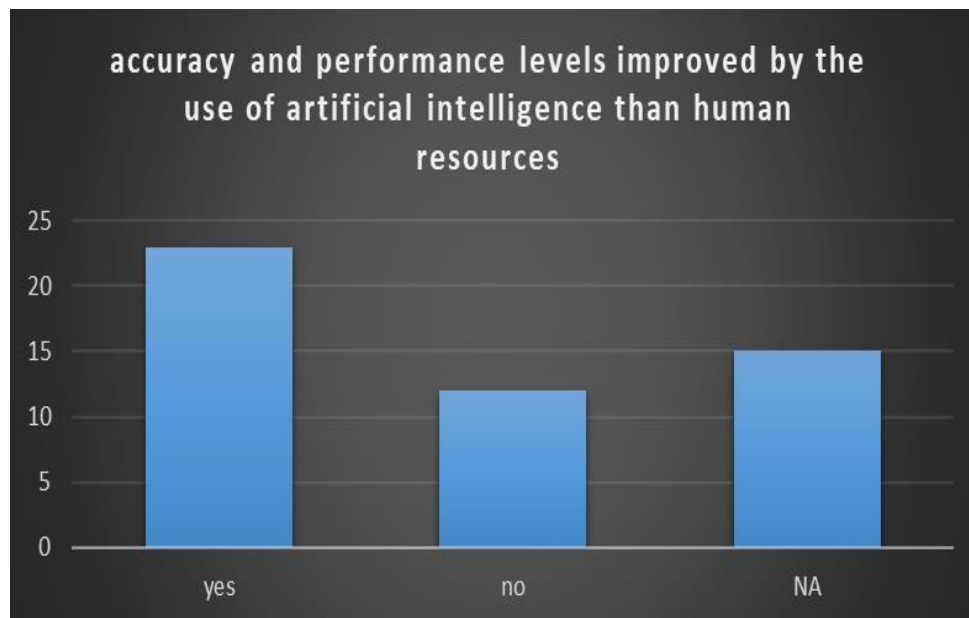


Figure 4.6: graphical representation of question 6

(Source: by the earner)

Question 7

Artificial intelligence in employment is impacting co-worker activity in the labour market facing issues due to the identifying and analysing the working approach of artificial intelligence. On these questions 22 out of 50 participants agree that it has an impact on the existing co-worker in the labour market for understanding artificial intelligence as well as 18 out of 50 participants cannot agree with these questions. In addition, understanding that 10 out of 50 participants are not answering the questions which reflect the artificial intelligence employability impact on the labour market facing the issue.

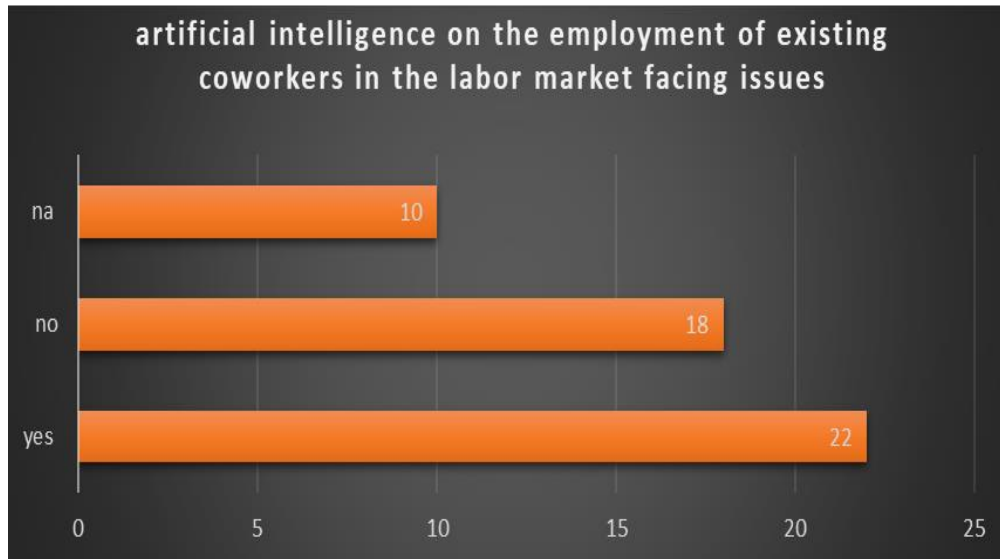


Figure 4.7: graphical representation of question 7

(Source: by the learner)

Question 8

Artificial intelligence follows the legal and Human Rights in the labour market where 32 out of 50 participants say yes that it is following the rules and regulations under the law and act. On the other hand, 18 participants out of 50 say no, it is not following the rules and regulations properly the implication of the process on the labor market.

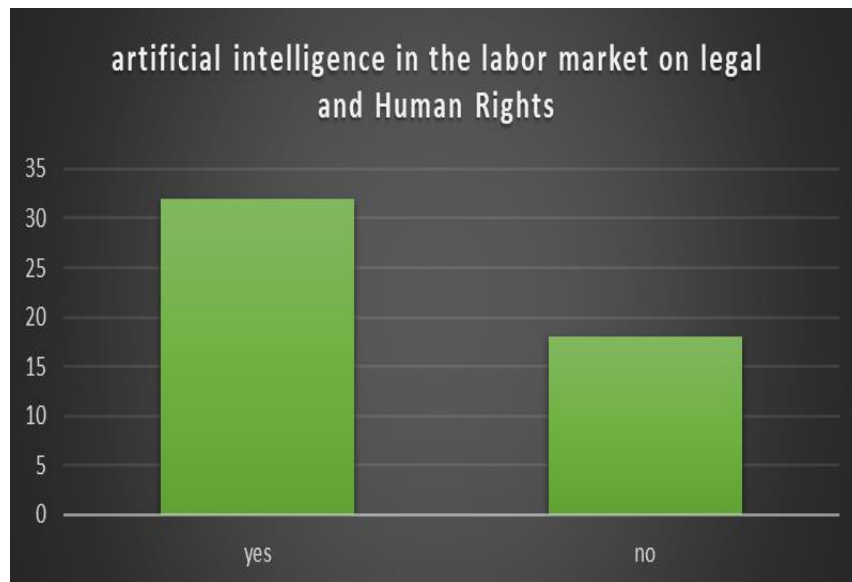


Figure 4.8: graphical representation of question 8

(Source: by the earner)

Question 9

Innovation incorporated over the design by the use of artificial intelligence on the labour market improves job security and accuracy where 20 out of 50 participants say yes and 18 participants out of 50 which means 36% say that not answering the questions. In addition, understanding that 12% reflect 24% of participants not answering the questions where the innovation process is important to improve job security.

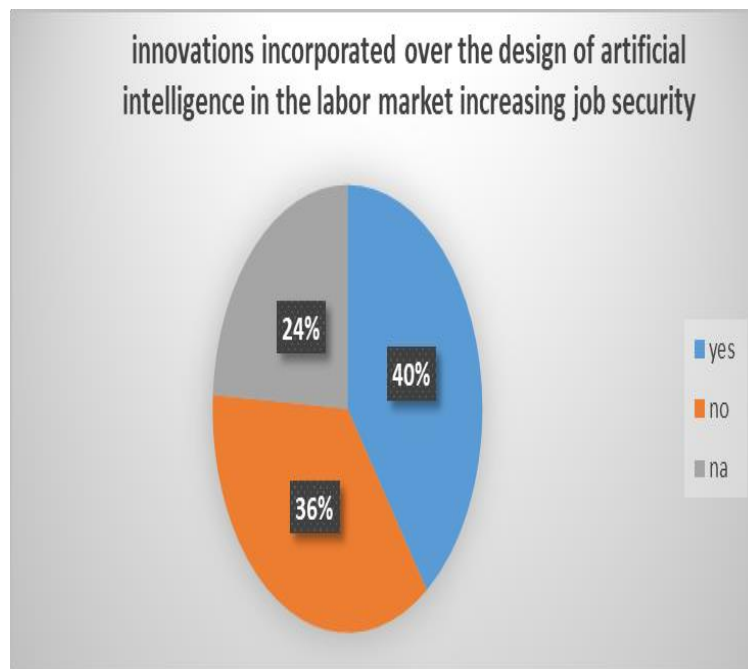


Figure 4.9: graphical representation of question 9

(Source: by the earner)

Question 10

Security systems and confidentiality is the part of artificial intelligence which it is applied to the labour market and minimizes human dependence. From this perspective, it is identified that 22 out of 50 participants agree that security systems and confidentiality are maintained by the use of artificial intelligence. Moreover, it is also analysed that 17 out of the participants cannot agree with the support of the systems, and 11 of 50 not answering on this particular question.

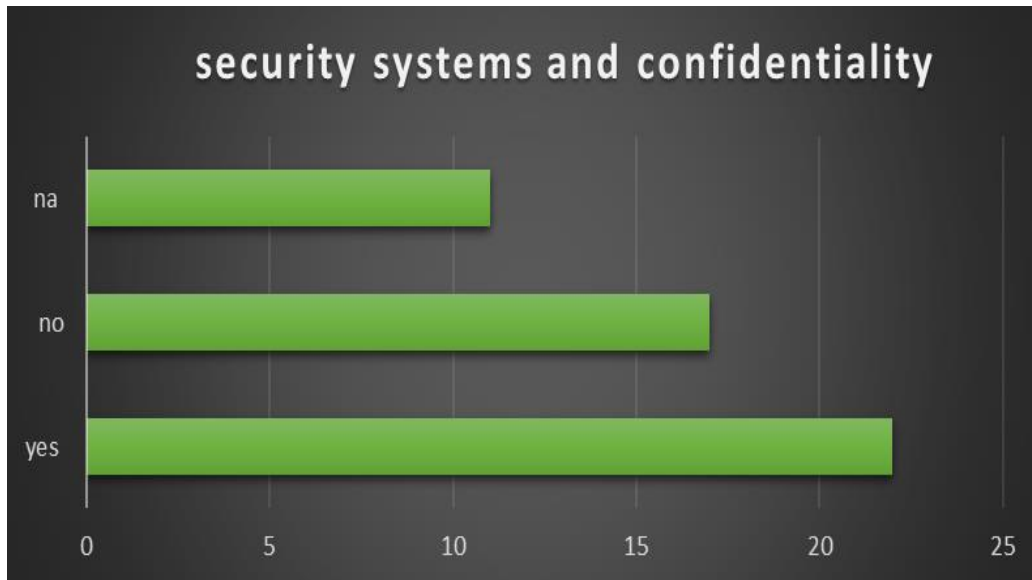


Figure 4.10: graphical representation of question 10

(Source: by the learner)

4.2.2. Qualitative analysis

In this study, it is discussed that different HR managers, artificial intelligence expert, and Organisation officials can join this interview activity to get an understanding of the opinion of artificial intelligence and how helpful it is for business growth.

Question 1: What kind of impacts were identified when artificial intelligence was applied in the labour market of the UK?

Respondent 1	Artificial intelligence is applied in the labour market that minimizes the dependencies on the human resource in any sector where this kind of activity is dependent on the new demands on the labour market to replace the job activity. Technology and Robotics improving the potential of the surprise of human capabilities and trying to improve their accuracy also.
Respondent 2	Artificial intelligence is used in any sector to improve job performance levels and trying to reduce the error also. Under these circumstances this application can improve the operation cost as well as the same type of job can manage very easily.

Respondents 3	Data sets are trained into artificial intelligence by the Machines with the use of big data tools which minimizes the dependency of human resources and increases the profit margin.
Respondent 4	Robotic applications with the human brain properly analysed the sensibility to do any work that is trained on a particular machine for improving its accuracy to do itself or any kind of job activity.
Respondent 5	Cutting down the job requirement of Human Resources on a particular job rule and delivering it to the machine to complete it on time.

Question 2: What kind of rules and regulations are followed by the implication of general data protection regulation in the labour market under the use of artificial intelligence?

Respondent 1	General data protection regulation on artificial intelligence depends on the challenge and opportunities facing the organization due to the human and job employment activity. That is followed over the opportunity and able on the law and Technology where the proximity is between the artificial Intelligence and data protection principles impact over the limitation and data minimization.
Respondent 2	Accountability of the principles is dependent on the general data protection and regulation where it is significantly followed on the business model that can be required to fill the obligations under the artificial intelligence utilized on the labour market. Confidentiality and requirement of the potential growth store into the systems where 4% annual worldwide turnover can be maintained in the retail sector and it is profitable for the organization (Kramcsák, 2023).
Respondent 3	General data protection and regulation is also part of the business where after the break it impacts privacy as well as confidentiality on data access ability in the industry which exists by the use of artificial intelligence. For this purpose, the laws and regulations can be maintained over the security systems followed by the use of Artificial Intelligence and maintain it.

Respondent 4	The purpose of the limitations and data minimization activity followed over the general data production and regulation where it is increasing the studies limitations as well as the confidentiality of approach can be obtained by the use of artificial intelligence.
Respondent 5	The purpose of the limitations can be followed on the process of the personality intended on the lawful list where the same kind of job is done by artificial intelligence where the data mining and the confidentiality are followed with an accountability situation.

Question 3: How does general data protection regulation affect artificial intelligence in the labour market?

Respondent 1	Rules and regulations affect artificial intelligence in the labour market where personal data is not properly hacked due to the rules and regulations and parameters of law followed. Financial consequences and the laws of reputation are part of the personal data process about the organization's challenges easily mitigated (Montessori, 2023).
Respondent 2	Compliance with the seven principles to be followed Where The Mind-set on the block post, as well as simplification of the replacement of data protections approach to privacy Approach increasing on the deployment of the use of legal rights as well as the human right challenges, would be followed.
Respondent 3	The legal issue is the principle of the international Human Rights disease under the job security and Employment status never been hampered due to the technology upgrade. However, it is also followed that the same type of job can be managed with the use of artificial intelligence which card down the job employment status and it is right to overcome the situation for maintenance purposes to create a new kind of job.
Respondent 4	Converts about the legal and human rights issue are part of ethical considerations as well as the legal context of data protection and Labour

	activity to be followed.
Respondent 5	Legal and Human Rights issues can be analysed by artificial intelligence where the solution proposed on the liver market and minimizing the dependency on Human Resources can impact the economic development of the country (Adams <i>et al.</i> , 2023). Different kinds of issues presented on the design and the nature where the IT implementation of the artificial intelligence design facilitated the cross-domain factor

Question 4: What is the key factor identified in employment by the use of artificial intelligence under privacy?

Respondent 1	Maximum working features follow over the software application process where Artificial Intelligence can be dependent on transitive the high data speed on the Global Network. Metcalfe law plays an important part in the network design for maintaining privacy in the employment market.
Respondent 2	Artificial intelligence is used for privacy maintenance where the skills and other features of any employers hold into the systems that are not accessed by the other organization and trying to maintain it for a long time.
Respondent 3	It is accelerated the privacy-sensitive data analysis where the algorithm and the Recommendation of machine learning techniques to be followed that enhance the ability for the use of personal information.
Respondent 4	A facial recognition system is installed in the organization for job employment and proper authenticity is maintained by every single employer. Social media activity and the surveillance camera image that is being deployed on the security systems as well as job employment activity become more specific (Montasari, 2023).
Respondent 5	The privacy issue is part of the artificial intelligence that followed the predictive policy that could have this proportionately effect on the minority as well as the rays of the significant issue become complicated which is

	enough event to do it.
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Question 5: What kind of innovations utilize artificial intelligence applied over the labour market under the rules and regulations of general data protection and regulation?

Respondent 1	Artificial intelligence plays a central part in the delivery and enabling the goals where the labour market under the rules and regulations of general data to be followed over the innovation process.
Respondent 2	The innovation system is quite easy and depends on the job rule of the machine. Under the circumstances of the resource developing the X scale on the supercomputer that is capable of the artificial intelligence model to improve its productivity.
Respondent 3	Effective knowledge and security systems are identified with the use of artificial intelligence as the rules and regulations of the country. Smart innovation technique depends on changing the situation as the machine and since the Drop back of the situation can reflect on its results.
Respondent 4	It is dependent on Innovation and proper reliability followed where sensibility on the new medals approach can mitigate the risk. Rapid Technology progress is stride over the recent time that more sophisticated and huge increases in computing power exponentially grow on the Spectacular breakthrough.
Respondent 5	The potential transformation of the business is part of the activity where the economic growth can identify the personalization and estimation of the class telling problem and also conducted several 100 of the cases. Artificial intelligence is the Healthcare application that allows the computational Systems on the learning data set and improves the performance is explicitly identified.

4.3 Discussion

In this quantitative and qualitative approach, artificial intelligence improves the potential of the white stretch term of Technology where pre-programmatic instruction and the learning approach use the existing data set. It supervises the implication of the behaviour world. The system makes decisions and operates the regencies in any circumstances. The human brain is analysed and programmed in robotic systems to do the same kind of job in the future (Hedderich *et al.*, 2023). Human Rights where job security and increasing employment status are helpful for social economic development under the general data Protection Act (Bhavaraju, 2023). These rules and regulations data subjects can be challenged and substance up to mate the machine on the ground for lawfulness. A decision-making approach is incorporated where the computer systems analyse the same activity and the legal effects properly followed. Human involvement in artificial intelligence depends on the automatic process where it is meaningful on the machine decision reflects on the outcome of the results (van Bekkum and Borgesius, 2023).

Transparency and reliability are important parts of business activity where meaningful information is conveyed over logical systems. In addition to understanding that regulation expects the organization can fill in the complex explanation where the algorithm works itself and guides the automation systems. Counterfactuals and mitigation are the important part due to artificial intelligence providing several potential benefits that impact the job employment demands in recent times (Easton-Calabria and Hackl, 2023). Maximum organizations trying to me my dear operation cost where the human resource expenses impact the profit margin. Several kinds of questions asked to the employees were connected to the artificial intelligence installation as well as the HR manager also understood the testing and output analysis followed over the data set approach. The systems depend on ensure for discrimination and confirmation using the shortlist of ongoing sampling techniques (Aloisi, 2023). Circuit breaker and other tools designed between the systems which improve the performance level and proper training given to the existing employees. In addition to understanding that the operation is also part of the artificial intelligence that needs to supervise monitoring the activity to improve the error-free outcomes delivered to customers (Pica, 2023). Impact assessment for data protection and the legendary interest assessment is followed over the using rules and regulation of GDPR.

4.4. Summary

In this study it is discussed that artificial intelligence is improving the programmatic approach and performance level of organization that reflect on the human dependencies is minimized. Computer

scientists and other technical experts design as per the organisation requirement of any trend dataset in the machine. This kind of activity conference is about the interconnectivity of the Central structure of organization and improving the productivity of the organization. From this perspective, it is followed that research and development activities successfully maintain learning-based applications. In addition to understanding that the use of artificial intelligence also minimizes economic opportunity and different kinds of problems. Moreover, it is also followed by rules and regulations and stored into it on the server. Different kinds of problems like the risk as well as the fundamental approach to the use of social development connected over substantial growth. Artificial intelligence is part of the business that focuses on the workplace as well as complementary skills of workers that can follow the growth of business activity.

Chapter 5: Conclusion and Recommendation

5.1 Summary

With a particular emphasis on GDPR principles, the goal of this dissertation was to examine the way artificial intelligence (AI) will affect the nature of work and employment in the UK in the future. By integrating quantitative analysis through a survey and qualitative analysis through interviews, the study used a mixed-methods approach. Understanding the present level of AI technology, looking into GDPR principles, looking into employee views, and studying solutions for organisations to get ready for the impact of AI while staying GDPR compliant were some of the goals of the research. The literature review shed light on the state of AI technology today and its possible effects on employment and work. Additionally, it covered the advantages and difficulties of using AI in the workplace, the applicability of GDPR principles to AI deployment, and the ethical and legal ramifications of AI technology. A survey of 50 UK employees was part of the quantitative research. To measure participants' impressions of the influence of AI on several elements of work and employment, such as job security, displacement, skill requirements, and the role of AI in the workplace, the poll included multiple-choice questions and Likert scales. The gathered data were subjected to statistical analysis methods like regression analysis, correlation analysis, and descriptive statistics.

Interviews with HR managers, AI professionals, and other stakeholders were conducted as part of the qualitative research component. These in-depth discussions of participant experiences and viewpoints seek to acquire a thorough grasp of how AI is affecting the workplace. The semi-structured nature of the interviews allowed for flexibility and in-depth topic investigation. The interview data were analysed using content analysis to find themes, patterns, and comprehensive insights. The merging of quantitative and qualitative data allowed for a thorough grasp of how AI will affect work and employment in the UK in the future. To support conclusions and improve the study's validity, triangulation was used. The research's findings made it clear that AI technology has already had a big influence on businesses, with the potential to automate repetitive work, boost productivity, and improve decision-making processes. But using AI also has drawbacks, such as potential prejudice, job displacement, and power inequalities at work.

The study emphasised the necessity of gaining explicit consent, processing personal data lawfully and transparently, and putting in place suitable security measures. It also underlined the relevance

of GDPR principles to the adoption of AI. In light of GDPR principles, the research's findings provided insight into how AI is affecting work and employment in the UK. Insights into employee perspectives, a list of benefits and challenges, and suggestions for how organisations may get ready for an AI-driven future while still complying with GDPR were all provided. The study adds to the body of knowledge on how AI affects employment and work by giving governments, businesses, and workers helpful insights for managing the potential and difficulties posed by AI technology.

5.2 Linking with Objectives

Linking with objective 1: The research's conclusions give readers a thorough grasp of the level of AI technology today and how it can affect UK employment and work in the future. It was clear from the literature analysis, surveys, and interviews that AI technology is already having a big impact on the workplace by automating repetitive jobs, improving decision-making, and boosting productivity. The study emphasises how organisations must adjust to keep up with these developments by upskilling staff, encouraging human-AI collaboration, and addressing potential biases. The results highlight the significance of organisations remaining up to date on the most recent AI developments and proactively preparing for the UK's future of work.

Linking with objective 2: The study carefully considered the GDPR's guiding principles and how they applied to the usage of AI at work. The study clarified the ethical and legal ramifications of using AI technology with respect to data protection and privacy through the literature review and interviews. When using AI in the workplace, the findings highlighted the significance of organisations adhering to GDPR standards, including gaining explicit consent, ensuring fair and transparent data processing, and putting in place suitable security measures. The study offers suggestions for navigating this complex environment and offers insights into the difficulties organisations encounter in ensuring GDPR compliance while utilising the advantages of AI.

Linking with objective 3: The study was effective in examining how UK workers perceive the effects of AI on the nature of work and employment in the future. We learned a lot about how employees evaluate AI's impact on job security, skill requirements, and overall work dynamics through polls and interviews. The results showed a wide range of perspectives, with some workers expressing worries about possible job displacement and others recognising the chances for skill development and improved productivity. The study emphasises the significance of comprehending and taking into account employees' perspectives in order to handle the change brought about by AI technology in the workplace.

Linking with objective 4: The study looked at various approaches that businesses can use to ensure GDPR adherence while preparing for the effects of AI on the future of work and employment. The research uncovered crucial tactics that include spending money on staff education and skill upgrading, encouraging an environment of flexibility and lifelong learning, putting in place clear and understandable AI systems, and incorporating privacy-by-design ideas into AI development procedures. The study emphasised the necessity for businesses to prioritise ethical issues, use responsible AI practises, and set up strong data governance frameworks in order to strike a balance between utilising AI's promise and upholding GDPR-mandated protections for individual rights and privacy.

5.3 Recommendation

Several recommendations can be made for organisations getting ready for an AI-driven future while staying GDPR compliant in light of the findings.

Proactively address biases

Organisations should make the creation of inclusive and varied datasets for training AI models a top priority in order to proactively overcome biases in the usage of AI technologies. By doing this, the danger of continuing current biases in decision-making processes can be reduced. In order to find and correct any biased results, regular audits and reviews of AI systems should be carried out. To achieve a thorough knowledge of potential biases and their ethical ramifications, organisations should encourage interdisciplinary interactions between AI experts and ethicists. Organisations may encourage justice, equity, and inclusivity in the use of AI technologies at work by proactively addressing prejudices.

Invest in upskilling and reskilling

Organisations should prioritise investing in upskilling and reskilling efforts for their employees in order to manage the shifting environment of work and employment brought on by AI technology. This entails determining the competencies that will be in high demand in the AI-driven workplace and offering training programmes to help people develop such competencies. Collaboration with educational institutions, corporate training programmes, and access to Internet learning resources are all options available to businesses. Organisations can ensure a smooth transition, improve employee engagement, and preserve a competitive advantage in the changing job market by equipping people with the skills they need to adapt and prosper in an AI-enabled environment.

Foster collaboration between humans and AI

Organisations should encourage interaction between people and AI systems in order to fully realise the potential of AI technology while retaining human-centric workplaces. Cross-functional teams that combine the efforts of AI and humans can be formed to accomplish this. Employees and AI technologies should be treated with open communication, mutual respect, and trust by organisations. Collaboration can also be improved by teaching staff how to evaluate AI systems and encouraging them to give input on the results the technology produces. Organisations should maximise the assets of both people and AI by encouraging a collaborative atmosphere, which will improve decision-making, boost innovation, and boost productivity.

Ensure transparency and accountability

Organisations should place a high priority on openness and accountability in the use of AI technologies in order to uphold trust and adhere to GDPR standards. The implementation, goal, and potential effects of AI systems in the workplace should be made crystal apparent to stakeholders and employees. This involves giving clear explanations of how judgements based on AI are made as well as the information needed to train AI models. Additionally, businesses should set up procedures that allow people to access, evaluate, and amend the personal information that AI systems are using. To guarantee that AI systems are in conformity with moral principles and legal requirements, regular audits and assessments should be carried out. This will promote openness and accountability in AI-driven decision-making processes.

Embrace a human-centred approach

Organisations should adopt a human-centred strategy in order to navigate the future of work and employment in the age of AI. This entails giving employees' demands and well-being first priority while designing and implementing AI technologies. In order to understand their worries, expectations, and preferences about AI integration, organisations should involve their employees in decision-making processes and solicit their opinion. Organisations should also give ethical AI use top priority, making sure that AI technologies enhance rather than replace human capabilities. Organisations may foster a welcoming and diverse workplace that exploits the advantages of AI while putting employees' dignity and autonomy first by using a human-centred approach.

5.4 Future Scope

The study on the effects of AI on future employment and work in the UK with a focus on GDPR principles offers up a number of new research directions. These fields can improve our

comprehension of the complex interaction between AI technologies, workplaces, and legal systems.

Assessment of Long-Term Impact: The study can be expanded to incorporate a longitudinal analysis to determine the long-term effects of AI on employment and work in the UK. Researchers can learn more about the evolution of AI technology adoption, how it affects job roles and skill needs, and how it transforms work settings overall by observing changes over time.

Comparative Studies: Comparative studies between various nations or regions might offer insightful information about how AI adoption varies in various socio-economic contexts. Comparing how AI affects employment and work in various legal and regulatory regimes can provide insight into how governance and policy affect outcomes.

Employee Perceptions: Although the study looked into how employees felt about how AI was affecting their jobs, more research on this topic is possible in the future. A more nuanced understanding of how people interact with and adjust to workplaces with AI capabilities can be gained via qualitative research that examines employees' experiences, attitudes, and emotions connected to AI adoption.

Organisational Strategies: Additional studies can concentrate on examining and assessing particular organisational strategies and best practices that businesses can use to successfully integrate AI technologies while staying in compliance with GDPR. Case studies of enterprises that have effectively handled this shift can give other companies useful information.

Sector-Specific Studies: The deployment of AI may have different effects on various industries. Future research should concentrate on undertaking industry-specific studies to comprehend the particular difficulties, chances, and effects of AI on employment and work within industries like healthcare, banking, manufacturing, and customer support.

Policy Implications: Given the quick development of AI technologies and their influence on workplaces, governments must create flexible and progressive regulations. Future studies can examine the current policy environment and give recommendations for how to overcome issues and maximise AI's advantages while preserving data privacy and protection standards.

Impact on Society: The study can be expanded to look at the larger socio-economic effects of AI. This involves researching how AI affects social dynamics, job polarisation, and economic

inequality. Designing policies and initiatives that guarantee equal results in the face of AI-driven transitions requires an understanding of these broader consequences.

We may better comprehend the intricate interactions between AI technology, workplaces, legal systems, and societal ramifications by expanding our study in these areas. This will help to create rules, practises, and recommendations that are well-informed and help to create a future where AI technologies and people may coexist peacefully.

6. Reflection

Researching the application of artificial intelligence and its influence on the job market has been a worthy experience of learning that has aided me to advance numerous skills. Throughout this project, I have been able to acquire learnings regarding theoretical methods and approaches to data analysis and collection. Moreover, I have been able to learn about the ethics, protection of data and measures of security in the application of artificial intelligence. These skills as become significant not just for my advancement in the role of researcher but not just for my professional advancement in the sector of artificial intelligence. One of the chief challenges I had to go through during this project was the vigorous reading and evaluation of literature in the sector of artificial intelligence. To overcome this challenge, I advanced a strategy to recognize and prioritize suitable articles that aided me to recognize the chief theoretical methods and concepts to be comprised in the project. I even learned the ways to abridge and synthesize the data from numerous sources, which aided me to advance a complete comprehension of the topic.

Another chief problem I came across was the collection of data. Carrying out interviews with the contributors or participants needed cautious organization and planning. To eradicate this problem, I advanced an organized protocol of interviews that aided me to analyse data in an organized and systematic manner. Moreover, I applied instruments like Excel sheets to evaluate and represent the qualitative information assembled with the help of interviews in a graphical representation. This enabled me to conduct a comparison and contrast of the opinions of the participants and obtain a better comprehension of the topic. Another problem I faced in the course of the research project was the evaluation of the collected data from the participants. The information collected from the interviews needed cautious evaluation and clarification to conclude expressive conclusions. To confront this problem, I advanced a scheme of coding to recognize chief patterns and themes in the qualitative information. This enabled me to methodically organize and evaluate the information in a systematized manner. Moreover, I made application of numerous statistical instruments to evaluate the qualitative information assembled from the participants. This enabled me to recognize trends and patterns in the information and conduct a comparison of the consequence across distinct sets of participants.

Hence, I can say that the analysis of data was the main problem in this project. To confront this problem, I had to advance skills that are required in data analysis and tools of visualization and make sure that evaluation was carried on in an unbiased and ethical way. Going forward, I will

carry on to advance my skills in these sectors to be a more efficient researcher in the sector of artificial intelligence. One of the chief considerations for personal advancement as the role researcher in this sector is to remain updated with the advanced innovations and developments in artificial intelligence. This needed me to continue with constant learning, reading and discovery of new tools and techniques. Further, I was required to continue to advance my skills in statistics, data analytics and visualization to efficiently evaluate and represent the findings of the research. Another chief consideration is to maintain an ethical and critical method to carry out the research. This is the involvement of being aware or knowing of the probable biases and restrictions of the method of research and techniques of data analysis. It even required me to be aware of the ethical consideration associated with the protection of data, security and privacy in the application of artificial intelligence. To confront these considerations, I was required to educate myself on issues of ethical nature about artificial intelligence and remain knowledgeable regarding modification and updates in laws and regulations governing data security and data protection. Finally, efficient communication is critical for accomplishment in the role of researcher. The capability to communicate the findings of the research efficiently to distinct audiences, counting policymakers, academics and practitioners is important. These need advancing skills in representing, writing and cooperating with others. Moreover, it is significant to be capable of translating complicated technical aspects into concise and clear language that can be comprehended by audiences who do not understand technical language. The research project on the application of AI and its influence on the job market has been a worthy experience for learning. It has aided me to advance skills in data analysis and data collection, critical thinking, efficient communication and ethical consideration. I have decided to continue with the development of skills in these sectors to grow more efficiently as a researcher.

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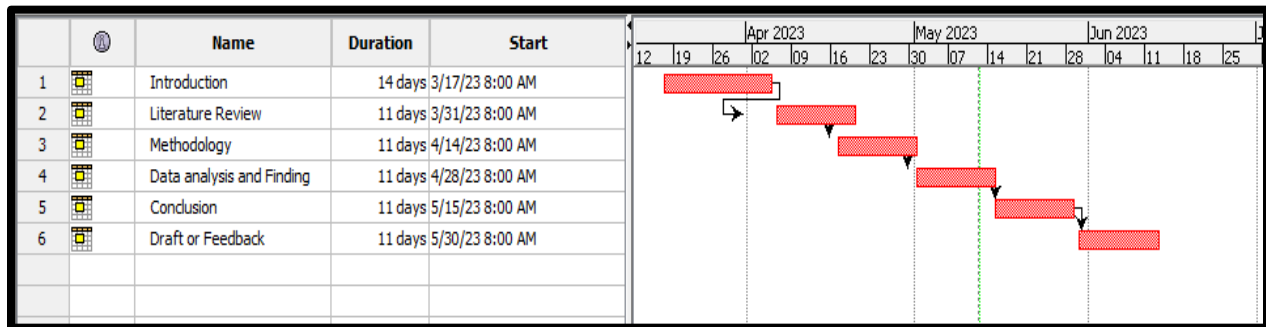
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Appendices

Appendix 1: Timeline



Appendix 2: Survey Questionnaire

Sl no.	Question	Answer
1	Is any Impact of the General data protection Regulation Act followed over the job employment sector in the UK?	yes/no/na
2	Is artificial intelligence reducing human resource dependence in job employment?	yes/no
3	Is artificial intelligence reflected in job creation in the labor market in the UK?	yes/no/na
4	Is artificial intelligence followed by the GDPR act in the labor market of the UK?	yes/no/NA
5	Is any potential impact identified on artificial intelligence in the labor market of the UK?	yes/no/Na
6	Is it identified that accuracy and performance levels improved by the use of artificial intelligence rather than human resources?	yes/no
7	Is the impact of artificial intelligence on the employment of existing coworkers in the labor market facing issues?	yes/no/na

8	Is any kind of problem arising from the use of artificial intelligence in the labor market on legal and Human Rights properly maintained?	yes/no
9	Are any innovations incorporated over the design of artificial intelligence in the labor market increasing job security?	yes/no/na
10	Are security systems and confidentiality followed by the use of artificial intelligence in the labor market	yes/no