

ROLE OF ETHICAL AI IN RE-ENGAGING GEN Z AND BUILDING FUTURE SKILLS

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The evolving application of artificial intelligence mechanisms in the global supply chains and export oriented service industries has radically transformed the job tasks, job constitution, and required domain knowledge for performance of the aforesaid job in question. This seems eminent in the view that employees need to engage more proactively in crafting their jobs in view of ethical AI intrusion in decision-making and manual task accomplishment space. As of now, we have limited knowledge about how the incumbent employees and why some sections of employees are more able to cognitively craft their jobs to accommodate ethical AI induced realities and adapt to changes being induced by ethical AI and whether it is feasible or not in the Indian perspective. Recent discourses on ethical and pro-decision-making integration of ethical AI in day-to-day decision making are scattered and limited. The purpose of this research is hence to organize and recognize the probable implications of ethical integration of Gen AI and integration awareness on incumbent employees' re-indulgence in cognitive job crafting and self-employability revival by analysing issues in high technology software sectors as reported in Harvard and INSEAD studies. Drawing on the resource-based view and event systems theory, and integrating digital Taylorism into the ethical AI literature through the conservation of resources (COR) framework, this study theorizes the effects of ethical AI-related events. It examines how ethical AI-induced ethical job crafting influences employees' psychological and cognitive sensemaking about transforming their self-employability, as well as the associated antecedents and outcomes. Using an empirical, multi-stage data research methodology, the study seeks to assess the data base causal relationships and reflect upon the role of ethical AI in job crafting in the evolving job market landscape. Likert scaling is being leveraged to quantify the phenomenon, and subsequently structural equation modelling was deployed to ascertain causal relationships. Research outcomes extend the resource-based view and event systems theory, digital taylorism, conservation of resources theory (COR), Bandura's self-efficacy, Bakker's JDR model; and owes implications for developmental HR policies. The research marks authentic contribution to ethical AI inclusion, work behaviour transformation and self-employability and vocational expertise formulation literature and about ways and means of leading ethically in digital age.

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