

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE LABOUR MARKET

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REVIEW, RESEARCH ARTICLE

Abstract

Artificial intelligence is increasingly present in our daily lives. It has a particularly significant impact on the labour market. The rapid pace of technological advancement poses challenges to the development of legal and ethical frameworks. Even the definition of AI itself is not uniformly defined. Although experts are optimistic, many are afraid of job losses and the relegation of human skills to the background – scepticism is also typical in Hungary. At the same time, new opportunities are opening up: in addition to technological knowledge, creativity, flexibility and the role of lifelong learning are increasing. The key to preparing for the future is to be informed and adapted, both on an individual and social level.

Keywords: artificial intelligence, technological innovation, ethics, legal issues, labor market trends

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INTRODUCTION

Artificial intelligence is now part of our everyday lives (Csókás, 2022). We hear and experience more and more of it, but we may often not even notice it when it appears on social media, in ads, on various websites we visit (Molnár, 2023). Perhaps we could not even mention an area of society where it cannot be applied and has no effect (Fecskovics, 2024). That is why we cannot avoid it even if we want to. It is present, for example, in agriculture (Kismarjai et al, 2024), in the food industry, in trade (Zsótér-Kaliczka, 2014), and in tourism (Zsótér, 2007). It has a significant impact on the life of companies (Zsótér-Végh, 2024) and the surrounding natural and social environment (Zsótér-Császár, 2013).

Its development and the changes it generates are often compared to industrial revolutions (Fecskovics, 2024). Despite the fact that it is used in many areas to perform everyday tasks, its long-term effect still raises question marks, and its regulation is not yet clear (Eszteri, 2015). Perhaps it is no coincidence that the topic divides society (Stefkovics et al., 2024). In addition to the fact that many people see its functions that can be beneficial, many are also interested in its downsides (Hampel, 2023). It also causes fears, among other things, about the impact it will have on the labour market in the future and shape existing inequalities (Abuczki, 2024), as well as how it may change the digital competences needed in the future and transform the value system (Bocsi et al., 2017), which may affect families raising children (Kothencz, 2012), children living in state care

(Kothencz, 2024a), foster parents (Kothencz, 2024b) and the institutional system that maintains it (Kothencz et al., 2024). In addition, social capital (Török et al., 2008), trust (Nagy, 2011) and the system of social networks (Nagy, 2017) are transforming under the influence of AI. It even has an impact on the life of religious communities (Máté-Tóth-Nagy, 2008).

In the following, I will describe the phenomenon of artificial intelligence as a technological innovation, briefly examine its ethical responsibility issues, as well as its effects in our society and economy, including the labor market, including the significance of the inequalities related to it.

ARTIFICIAL INTELLIGENCE AS AN INDUSTRIAL REVOLUTION

There are countless references to the fact that the rapid development of artificial intelligence is compared to the changes that occurred during the industrial revolutions so far, or even labeled as even more significant (Fecskovics, 2024).

Digital transformation is a global change that changes human life in all its aspects (Csiszárík-Kocsir-Varga, 2023).

The word "revolution" alone means a sudden and radical change. During a revolution, new technologies and new methods bring about profound changes in the perception of the world, both in economic systems and social structures (Schwab, 2016).

Like all industrial revolutions, the emergence of artificial intelligence is characterized by technological advances (Ramakrishna et al., 2020). However, the fourth

industrial revolution is also rearranging the systems that surround us every day (Schwab, 2018).

In this case, however, a significant difference can be called that, unlike the first three industrial revolutions, in the case of the fourth, there is a parallel development of seemingly different, independent technologies, each of which has the potential to change the world, fundamentally changing the way we live and work (Ramakrishna et al., 2020).

However, we should not focus only on the benefits that are promising for society (Ramakrishna et al., 2020), as the resulting developments pose serious challenges to labour markets, supply chains and business models (Ramakrishna et al., 2017).

In most cases, artificial intelligence is paralleled with the mechanization that exploded during the first industrial revolution, especially because of its role in the labor market and economics (Bánkuty-Balogh, 2022), as a result of which the human workforce is partially replaced (Molnár, 2023).

In his article "Economics of ChatGPT: a labor market view on the occupational impact of artificial intelligence", Ali Zarifhonarvar illustrates the connection between automation and robots and artificial intelligence by referring to both as "labour-saving technology" and mentioning that both increase productivity and efficiency (Zarifhonarvar, 2024).

The Republic of Korea's plan published in 2016, entitled "Mid- to Long-Term Master Plan in Preparation for Intelligent Information Society", compares intelligent information technology with electricity in a table, which uses artificial intelligence, but adds that electricity can take over physical labor, while intelligent IT can take over intellectual labor (Government of the Republic of Korea, 2016).

In the case of both previous technological innovations, the basis for comparison with artificial intelligence is that the revolutionary novelty can replace human labor. However, in the case of artificial intelligence, this raises a number of questions, including liability.

ETHICAL GUIDELINES FOR ARTIFICIAL INTELLIGENCE

In addition to exploiting the great opportunities of artificial intelligence, there is also a great responsibility to ensure good and fair practices (Benjamins-Salazar Garcia, 2019).

Despite the fact that we use it and it is now actually part of our everyday lives, we do

not yet know the long-term effects of artificial intelligence, at most they can only be predicted (Paulik, 2023), and beyond this, the number of ethical and moral questions is also increasing (Csiszárík-Kocsir-Varga, 2023), many of which are still unanswered even with use.

Over the past few years, an increasing number of countries, including the European Union, have been working on their own AI strategy and AI ethics guidelines (Ulnicane, 2022). The main pillars of the topic were also formulated by the Government of Hungary in its publication entitled "Hungary's Artificial Intelligence Strategy 2020-2030" (Government of Hungary, 2020).

According to Levente Tóth, "compliance with ethical guidelines and increasing transparency are key to the responsible and sustainable development of AI", as "the potential loss of human autonomy and self-determination is one of the dangers", so it is important to be able to support and preserve them in the new, emerging environment (Tóth, 2024).

ChatGPT itself provides the following answers to the question of what are the main ethical and liability issues that may arise in connection with the use of artificial intelligence:

1. Transparency and accountability – Who is responsible for a decision made by AI? If an algorithm makes a mistake (e.g., mistakenly rejecting a loan application or diagnosing a patient), it can be difficult to determine whether the developer, the operator, or the user himself is responsible.

2. Increasing social inequalities – Are AI systems treating people fairly? If AI is trained with inadequate or distorted data, it can amplify prejudices (e.g., racism, gender, social discrimination).

3. Data protection and personal data management – How do AI systems use users' data? AI often analyses huge amounts of personal data. It is important that the processing of these is in accordance with data protection legislation (e.g. GDPR) and does not infringe the right to privacy.

4. Job Transformation and Labour Market Impacts – What Impact Does AI Have on the Human Workforce? Automation can lead to the loss of many jobs, especially in low-skilled areas. This can lead to social tensions and economic inequalities.

5. Autonomous systems and decision-making – How long do we allow AI to make decisions instead of humans? Decisions made

by autonomous vehicles, military drones, or health diagnostic systems can be a matter of life and death. An important question is who should have the last word in these cases.

6. Manipulation and disinformation – Can AI be used to deceive people? Deepfake technologies, AI-generated content or targeted propaganda campaigns can have a serious impact on public opinion and democracy.

The aforementioned points generated by AI appear in several sources as five ethical principles, which are transparency, justice and equity, non-harm, responsibility, and privacy (Jobin et al., 2019; Floridi et al., 2018),

However, beyond the principles formulated, there is no answer to the questions arising from them. "Based on the examination of the law in force, it can be established that the laws do not specifically regulate the rules on artificial intelligences, so we can derive them from other general legal norms." (Eszteri, 2015)

In his article titled "The Development of Artificial Intelligence Research", László Paulik thinks that "if we have time to act responsibly, it is now" before the technology advances even further, and thus there will be less and less time before AI can pose a threat to society (Paulik, 2023).

It is even possible that artificial intelligence could already be used by legislators in the design of relevant rules. However, defining ethical and legal issues is probably also difficult because it is not even clearly defined what exactly is considered artificial intelligence (Eszteri, 2015).

ECONOMIC AND SOCIAL PERCEPTION OF ARTIFICIAL INTELLIGENCE, ITS IMPACT ON THE LABOUR MARKET AND DIGITAL COMPETENCES

According to ChatGPT's answer, artificial intelligence (AI) can be most easily defined as a set of computer systems or machines that can perform tasks that would normally require human intelligence – such as learning, reasoning, problem-solving, planning, sensing, or language communication. A little more formally: Artificial intelligence is the branch of computer science that develops algorithms and systems that can perceive and learn from their environment, make decisions, and act, often in a way similar to human intelligence.

In their book "Artificial Intelligence: A Modern Approach", Stuart Russell and Peter Norvig define artificial intelligence as the study of agents that take perceptions and perform

actions from the environment (Russell–Norvig, 2010).

According to a newer, economic approach, artificial intelligence (AI) is a disruptive technological development that, together with robotics, is changing the operating model of companies in every one of its basic functions (Choi–Ozkan, 2019).

Combining the definitions, it can be concluded that AI is a kind of IT system that is able to sense its environment, learn and take action, and thus bring about changes in the operation of companies, for example.

Of course, it's no secret that mimicking human intelligence is a priority goal (Paulik, 2023). This is precisely the quality that makes people afraid of it, as it can not only imitate it, but also surpass it.

An April 2025 study conducted in the United States of America finds that there is a huge gap between the American population and the opinion and forecast of artificial intelligence experts. While experts are optimistic and see the positive aspects of the research and even believe that they will personally benefit from it, and that it will improve jobs, the public is distrustful, expresses fear of losing their jobs, and would like to see more control over AI and how it affects their lives. Half of Gen Z respondents believe that their ability to think critically is compromised by AI (McClain et al., 2025; Robison, 2025).

Opinions are quite similar in Hungary. According to a telephone survey conducted by Századvég in 2023, the majority of Hungarians have a "mixed, complex attitude towards AI", but those who are worried are basically the majority compared to those who are excited about the rise of artificial intelligence (Stefkovics et al., 2024; Századvég, 2023). In 2023, SAP Hungary surveyed the opinions of company executives about artificial intelligence in its research called *SurvAI*, and in this case, too, the general fear appeared, i.e. that the majority of respondents feel that AI puts their jobs at risk. For this reason, mistrust is typical, mostly in HR and legal areas, where human labor is at the center, while in the field of logistics, for example, where the automation of a warehouse can be easily solved, people tend to look forward to the changes caused by AI. Based on an interview with 62 university students in Budapest, it can be said that young Hungarians are sceptical and did not take into account the technological changes that occur in the meantime when planning their careers

(Gasparik, 2023; Portfolio, 2023; Fecskovics, 2024; Vicsek et al., 2024).

However, we know that artificial intelligence is our future, and the predicted changes in the labor market will occur regardless of fears. Presumably, every year more and more jobs will be supplemented at first, and then replaced with them after a while.

According to the World Economic Forum's 2025 Future of Jobs report, the expansion of digital access is expected to be the most transformative trend by 2030. Furthermore, technological developments, in particular artificial intelligence and information processing, robotics and automation, as well as energy generation, storage and distribution, are also expected to be transformative (World Economic Forum, 2025).

Based on current trends, based on current trends, jobs created and lost as a result of structural labour market transformation in the period 2025-2030 will account for 22% of today's total jobs, based on current trends. This is expected to lead to the creation of new jobs equivalent to 14% of today's total employment. According to forecasts, the largest growth in absolute volume is expected among agricultural workers (Zsótér-Bagi, 2020), delivery drivers, construction workers, salespeople and food processors (Újvári et al., 2021). In addition, the number of caregivers, social worker and counselling and personal care jobs, as well as educational jobs, such as teachers in higher and secondary education, will increase significantly over the next five years. The fastest-growing percentages of technology-related jobs are Big Data specialists, fintech engineers, artificial intelligence and machine learning specialists, and software and application developers. Other fast-growing jobs include jobs related to the green and energy transitions, including autonomous and electric vehicle specialists, environmental engineers and renewable energy engineers (World Economic Forum, 2025).

Office and secretarial workers, including cashiers and ticket handlers, as well as administrative assistants and executive secretariat managers, as well as postal clerks, bank tellers, and data entry clerks, are expected to experience the largest reductions in headcount (World Economic Forum, 2025).

Analytical thinking continues to be the most sought-after basic skill among employers (Hampel et al., 2023). This is followed by flexibility and agility, as well as leadership and social influence (Kozák, 2019). However, in the

period 2025-2030, the importance of skills such as artificial intelligence and big data, networks and cybersecurity, and technological literacy will increase. These technology-related skills are complemented by creative thinking, flexibility and agility, as well as the importance of curiosity and lifelong learning. In contrast, dexterity, perseverance, and precision stand out with a significant net decline in demand for skills (World Economic Forum, 2025).

It would be important to find a balance and stability between artificial intelligence and the current labor market situation. To do this, it is first of all important to stay informed and follow trends. You need to be open and flexible about changes and new technologies, as a company leader, it is worth introducing them in small steps, as well as constantly informing and involving colleagues and highlighting the benefits they can gain during the implementation (Fecskovics, 2024). At the level of both companies and countries, it can be dangerous if someone does not join the competition regarding new trends, as the development of a special area of artificial intelligence means economic growth and job creation at the level of countries as well (Vértessy, 2020).

AI developments can be geographically concentrated (Simonyi et al., 2013), resulting in the emergence of countries, which widens the gap between developed and developing countries, thus halting economic convergence (Bánkuty-Balogh, 2022). And the fact is that developing countries need to do fundamentally more to realise their own potential. In addition, technological differences affect education, health care and social mobility in addition to the economy (Abuczki, 2024).

CONCLUSION

Artificial intelligence is now present in countless areas and has an impact on our lives. In the course of technological development in the nature of the industrial revolution, parallel technologies develop independently of each other, and all of them have a decisive impact on our current system.

Of course, in addition to the benefits generated, this also poses challenges, both in terms of application and regulation, and it also carries with it the transformation of the need for human labor.

There may be a danger that the pace of legal regulation and the development of ethical AI guidelines lags behind technological

development, and even in addition to its use, a number of questions still arise in connection with AI, to which there is currently no answer, and there is even no uniform agreement on the definition of artificial intelligence.

Technology can not only mimic but also surpass human intelligence, which generates fears for many. American AI experts are optimistic, but the population is fundamentally afraid of losing their jobs and critical thinking. In Hungary, too, there is distrust and skepticism about artificial intelligence.

According to forecasts, the fear is not unfounded, as many jobs will indeed be replaced by new technologies, but new ones will

also be created. Artificial intelligence and big data, networks and cybersecurity, as well as technological literacy, will grow in the coming years, as well as creative thinking, flexibility and agility, as well as curiosity and lifelong learning. Given that artificial intelligence is part of our lives and will shape our future, it is important to inform and learn about its application, as this is the easiest way to adapt to the changes that will occur in the coming years. The danger can be posed at the individual, corporate and national level if we try to stay out of development and adaptation to changes.

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