



Молодіжний економічний вісник ХНЕУ ім. С. Кузнеця

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***VI Всеукраїнська науково-практична конференція докторантів,
молодих учених та студентів «Розвиток європейського простору очима молоді:
економічні, соціальні та правові аспекти»***



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ІМЕНІ СЕМЕНА КУЗНЕЦЯ

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Редакційна колегія

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Поштова адреса засновника:

61165, Україна, м. Харків, пр. Науки, 9а, **Харківський національний економічний університет
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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE EUROPEAN LABOUR MARKET

UDC 331.5:004.8

Hasymov Kh.

Bachelor's (first) degree 2nd year higher education student
of the Preparatory Faculty for Foreign Students
of Simon Kuznets Kharkiv National University of Economics

Annotation. *The thesis analyses AI's impact on Europe's labour market, highlighting automation risks and the EU AI Act regulation. It stresses lifelong learning, reskilling, hybrid skills, and soft skills as essential for competitiveness, addressing demographic challenges, inequality, and workforce adaptation in the digital economy.*

Keywords: *artificial intelligence, EU labour market, automation, reskilling, upskilling, soft skills.*



Анотація. *Проаналізовано вплив штучного інтелекту на європейський ринок праці з акцентом на ризики автоматизації та положення Закону ЄС про штучний інтелект. У тезах підкреслено ключову роль безперервного навчання, перекваліфікації та гібридних навичок для підвищення конкурентоспроможності, подолання демографічних викликів, зменшення нерівності та адаптації робочої сили до умов цифрової економіки.*

Ключові слова: *штучний інтелект, ринок праці ЄС, автоматизація, перекваліфікація, підвищення кваліфікації, м'які навички.*



Introduction. Contemporary society is deeply enmeshed in the Fourth Industrial Revolution, also known as Industry 4.0, which has been spearheaded by Artificial Intelligence. The meteoric rise of generative models, such as ChatGPT and Midjourney, has successfully shifted the debate on automation from an abstract theory to an immediate practical requirement. This becomes particularly crucial for the European Union, which is pressed by the cumulative burdens of a demographic crisis, a structural labour shortage, and an ageing labour force. In this view, AI is not just a driver for operational efficiency, but also a key strategic weapon crucial for maintaining Europe's economic competitiveness in the global arena [1; 2].

Weaving artificial intelligence into economic processes brings a sharp schism to the fore. We see a rising tide of anxiety over «technological redundancy», driving a discourse of gloom. In stark contrast, analysts foresee an era of unmatched efficiency where workers are liberated from the grind of routine to staff burgeoning creative fields. The central concern extends beyond algorithms replacing human jobs; it's about reconfiguring job structures and identifying which skills will be valuable in the future European labour market.

The core intent is to examine how AI is transforming the nature of the European workforce. We aim to weigh the likelihood of certain professions facing extinction against the emergence of fresh vocational avenues opened up by the digital tide.

Methods. This inquiry benefits from the hybrid approach to the methodological toolkit. In this project, theoretical synthesis helped in deciphering the different perspectives on the nexus between AI and the world of work, whereas the Eurostat and OECD data sets (2020 to 2024) were rigorously analyzed for resistance to automation. In this case, the evidential spine of this project consists of European Commission policy documents, white papers of international think tanks such as McKinsey and the WEF, and Scopus and Web of Science-indexed sources.

Results and discussion. *Automation and the Spectre of Occupational Obsolescence.* Sectors particularly affected by this paradigm shift are those that rely on rote cognitive mechanics, such as administrative assistance, bookkeeping, preliminary data analysis, and basic translation or copywriting work. Informed in large part by the findings of Goldman Sachs (The Potentially Large Effects of Artificial Intelligence on Economic Growth, 2023) and the ESDE Review of the European Commission (2023), Generative AI is poised to shed as much as 25 % of current work tasks in the EU.

However, it is essential to distinguish between the eradication of the profession and the intra-professional tasks that can be automated. It is rare for the professionals themselves to be substituted in their entirety. Instead, what



happens is that professional tasks are substituted at the task level. That is, it is recognised that what is happening is that instead of professional extinction, metamorphosis is occurring [3].

The Future of Work: Emerging Positions and Hybrid Models. Technological progress is giving rise to specialised professions, like AI ethics and neural network training; however, their greater influence is transforming traditional roles into hybrid positions. In this context, AI serves as a force multiplier, enhancing human capabilities rather than making the workforce redundant. Thriving in this evolving environment demands a combination of specialised professional skills, technical know-how, and the essential human traits (like emotional intelligence) that AI cannot replicate [4; 5].

The European Context: Governing the AI Frontier. Europe's strategy for integrating Artificial Intelligence into the labour market rests on two distinct pillars that set it apart from the American or Asian paradigms.

First and foremost is the legislative «bulwark» safeguarding the workforce. The EU AI Act introduces a groundbreaking regulatory framework explicitly tailored for workplace algorithms, designating human resources-related artificial intelligence as «High-Risk». This classification necessitates a commitment to transparency and the inclusion of human oversight, thereby prohibiting employers from making decisions on hiring or employee termination that depend solely on opaque «black box» algorithms. By implementing these stringent guidelines, the legislation aims to effectively mitigate algorithmic bias and ensure fair treatment in HR practices. However, the complexities and bureaucratic hurdles associated with this regulatory framework may inadvertently hinder the pace of innovation across Europe, potentially putting it at a disadvantage compared to the more flexible regulatory environment prevailing in the United States. Thus, while the EU AI Act seeks to protect individuals from unjust algorithmic outcomes, it prompts a critical dialogue on the balance between ethical considerations and the need for technological advancement.

Secondly, the demographic factor is also critical. While automation risks creating unemployment in developing countries with growing populations, for Europe – which faces a shrinking, aging workforce - it is a necessity. AI is viewed here not as a competitor, but as a tool to offset a severe labor shortage. Without the widespread adoption of these technologies, Europe faces inevitable economic stagnation due to an insufficient supply of human labor.

Thirdly, the spectre of social polarisation. The primary societal challenge lies not in mass unemployment, but in the bifurcation of incomes. We face the distinct peril of a «two-tier» labour market emerging:

Digitally fluent professionals, whose productivity (and consequent remuneration) enjoys exponential growth courtesy of AI.

Low-skilled personnel, whose routine tasks face devaluation without total obsolescence, resulting in wage stagnation.

Absent robust social investment, this trajectory threatens to exacerbate inequality across the EU and hollow out the middle class.

Adaptation Strategies: Reskilling and Upskilling. In an era where the «half-life» of professional skills has plummeted from 10–15 years to a mere 2–5, the traditional «degree for life» education model has become a relic of the past. The concept of Lifelong Learning has emerged as the non-negotiable survival strategy in the labour market. Workforce adaptation to this new reality is executed through two distinct mechanisms: upskilling and reskilling.

Upskilling is the process of refining skills within one's current profession or field. This evolutionary approach is vital for roles that are evolving rather than disappearing. Examples include marketers utilising generative AI or doctors adopting AI-assisted diagnostics. This strategy helps professionals future-proof their careers, transforming AI from a potential threat into a productivity asset. In contrast, reskilling involves a complete career pivot. This revolutionary step is necessary for workers whose roles are being fully automated, such as data entry clerks. Successful reskilling requires not only technical training but also emotional support, as reinventing one's professional identity can be a highly stressful endeavour.

Development of «meta-skills» – that is, soft skills-becomes crucial in the context of adaptation strategies. Whereas hard skills do not stop changing rapidly, it is from this basis that professional resilience will shift to adaptability, critical thinking, emotional intelligence, and learning agility. It is these competencies which will allow the specialist to switch between tasks and effectively master new tools and technologies.

At the institutional level, workforce adaptation has become a priority in EU public policy. According to the ambitious goal set under the «Digital Decade» framework, by 2030, 80% of the population is expected to have basic digital skills, and the number of IT specialists is projected to reach 20 million. Businesses are also changing their paradigm from «buy» to «build». Corporate universities and mentorship programs are evolving from a competitive advantage into a condition for business resilience, as it is often more complicated and costly to find a ready-made specialist in a narrow AI speciality than to retrain a loyal employee.



Conclusions. Research on the European labour market under the influence of AI disproves the thesis of inevitable mass unemployment. The «Human vs. Machine» dichotomy is false, replaced by augmentation: AI enhances human capabilities rather than replacing them. Instead of job extinction, structural transformation occurs as routine cognitive tasks are automated, freeing experts to focus on strategic, creative, and empathetic work.

For the EU, this transition is not a threat but an economic imperative amid demographic ageing and a shrinking workforce. Automation becomes a key resource for compensating for shortages and sustaining productivity. Yet AI integration entails risks of social polarisation and «Moravec’s paradox,» where demand rises for «hybrid» specialists combining digital literacy with soft skills.

Employment resilience depends on synergy between regulation (EU AI Act) and flexible education. The shift from episodic upskilling to lifelong learning is indispensable for professional survival. Thus, AI opens new horizons for those integrating digital tools, while roles that ignore the risk of change disappear. The future belongs not to those competing with algorithms, but to those managing them effectively.

Scientific supervisor – Ph.D. in Technical, Associate Professor O. Protasenko

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АКТИВНІСТЬ ЗОВНІШНІХ КОМУНІКАЦІЙ МЕДІЙНИХ ОРГАНІЗАЦІЙ В УМОВАХ ВОЄННОГО СТАНУ

УДК 32.019

Глушко Д. А.

Здобувач вищої освіти
третього (освітньо-наукового) рівня 1-го року навчання
ННІ міжнародних відносин ХНЕУ ім. С. Кузнеця

Анотація. У статті розглянуто зміст та активність використання зовнішніх комунікацій українських медійних організацій в умовах воєнного стану. Уточнено понятійний апарат; окреслено нормативні та саморегуляційні рамки; запропоновано підхід до операціоналізації активності та визначено основні тенденції її змін.