Artificial Intelligence in Digital Economy: A Study on Potential Employees in it Companies

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Abstract: *The present research seeks to identify the potential impact of AI on employees in IT organizations. In particular, three research questions will be addressed in the context of the employees' attitudes, skill enhancement needs and ways of coping with the challenges of the digital economy. Cluster analysis is employed to partition the respondents according to the findings derived from research questions and with the survey administrating 230 loaf IT employees to examine the perceived job impact of AI. People with a spectrum of feelings or sentiments towards AI are positively inclined toward AI and the opportunities it holds for people to be positive, as their concerns are regarding job loss and lack of skills. The present work contributes to filling this gap and presenting a deeper understanding of how artificial intelligence influences employees' experiences and expectations within IT industries by identifying these clusters. The conclusion is that to have a ready workforce to work in an ATI environment, the IT organizations can use the result to develop their strategic direction and train pro minds. Therefore, this research stresses that to maintain a strong and satisfied staff the need for meeting the many needs of the workers while preparing for the following technological developments should be considered.*

Keywords: Artificial intelligence, digital economy, workforce, technology knowledge, Up-Skilling of workers, Information technology