

## Career in The Light of Artificial Intelligence

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### Abstract

*The purpose of this paper is to outline the impact of artificial intelligence (AI) in shaping and transforming careers. In today's work environment, artificial intelligence plays a key role in shaping career development. The Millennial and Z generations raised in the digital age are changing expectations of work and employers, requiring flexibility and rapid adoption of new skills. The introduction of AI requires balancing benefits and risks and taking action at the individual and organizational levels. It is necessary to minimize the negative effects of working with AI by developing digital competencies and psychological support. In education, education systems need to be adapted to the needs of the labor market, developing digital skills in young people. The 'HUN' competency model is an example of an approach to building human capital and, consequently, careers that is appropriate for the changing labor market in an era of dynamic AI development.*

**Keywords:** artificial intelligence, career, professional development, labor market, competences of the future