

## Anexo I. Registro del Título del Trabajo Fin de Grado (TFG)

Colm Ayres

PROGRAMA: E4

GRUPO: 4ºA

FECHA: 23/10/2024

**Director Asignado:** Belizón Cebada, María Jesús

**Título provisional del TFG:**

"AI and Job Automation: Navigating Efficiency, Workforce Transformation, and Ethical Challenges in Post-Pandemic Irish Organisations"

**Firma del estudiante:**



**Firma del Director:**

**Fecha:** 23/10/2024

**Firma del Coordinador de TGF**

## **Proposal**

### **B. OBJECTIVES:**

#### **General objective:**

- The aim of this research is to examine how AI-driven job automation is transforming the workforce in organisations based in Ireland
- To examine how companies balance productivity with the need for ethical considerations, employee engagement, and workforce transformation in a post-pandemic context.

#### **Research Questions**

1. What effects has the implementation of AI-driven job automation had on post-pandemic workforce productivity and efficiency in Irish organisations?
2. In response to growing AI automation, what workforce transformation strategies are Irish organisations putting into place to handle job displacement, reskilling, and employee engagement?
3. How are Irish organisations resolving issues with job displacement, data privacy, and decision-making transparency considering the ethical challenges posed by AI integration in job automation?

#### **Specific objectives:**

- Explain the ideas of artificial intelligence (AI), job automation, and workforce transformation and planning, especially as they relate to the post-pandemic recovery.
- Examine how AI can improve operational effectiveness and lessen labour shortages in Irish businesses.
- Examine how AI-driven automation affects employment trends, taking into account initiatives for reskilling and possible job displacement.
- Examine the moral dilemmas raised by the use of AI, paying particular attention to worker displacement, privacy issues, and openness in decision-making.
- To promote employee engagement and uphold social responsibility, look at how Irish multinational corporations are striking a balance between integrating AI and human-centric work models.
- Offer suggestions on how Irish businesses can strategically employ AI to transform their workforces while taking long-term employment issues and ethical issues into account.

### **C. METHODOLOGY:**

This research will adopt a qualitative analysis of the impact of AI on workforce automation and transformation in post-pandemic Irish organisations. I plan to use empirical evidence and its subsequent analysis as one of the tools to accomplish my goals. It's also important to emphasise the use of qualitative approaches, like reviewing previously published works, conducting in-depth interviews, and using case studies of Irish organisations. I will select a few Irish organisations to investigate varying from Irish multinational technology firms to domestic state-owned companies to give a broad perspective of the different ways AI is used, and if they have any plans to use AI for certain jobs in the future.

#### **1. Literature Review:**

- A review of existing literature on AI, job automation, workforce transformation and planning, and ethical challenges will provide the theoretical foundation.
- Sources will include academic papers, industry reports, and case studies focusing on post-pandemic challenges in the workplace.

#### **2. Qualitative Analysis:**

- In-depth interviews will be conducted with key stakeholders, including HR managers, AI specialists, and employees in companies that have adopted AI-driven automation.

- **Case studies** of Irish multinationals will be analysed to understand how AI has influenced workforce transformation and employee engagement post-pandemic.

**3. Ethical Framework:**

- A review of ethical frameworks related to AI and automation will be conducted to assess how Irish multinationals navigate issues like worker displacement, decision-making fairness, and data privacy.

**D. PROVISIONAL INDEX:**

**I. INTRODUCTION**

1. Research Purpose and Relevance
2. Objectives
3. Methodology Overview
4. Structure of the Research

**II. THEORETICAL FRAMEWORK**

1. AI and Job Automation: Key Concepts
2. Workforce Transformation in a Post-Pandemic Era
3. Ethical Challenges in AI-Driven Automation
4. The Role of AI in Irish Multinational Companies

**III. EMPIRICAL RESEARCH**

1. Methodological Design
2. Research Questions and Hypotheses

**IV. ANALYSIS OF EMPIRICAL EVIDENCE**

1. Case Study Analysis: Irish Multinationals in Post-Pandemic Context
2. Qualitative Insights from In-Depth Interviews

**V. ETHICAL CONSIDERATIONS IN AI AUTOMATION**

1. AI and Worker Displacement: Ethical Dilemmas
2. Privacy, Data Security, and Transparency in AI Decision-Making
3. Navigating AI Ethics in a Multinational Business Context

**VI. RECOMMENDATIONS FOR BALANCING EFFICIENCY AND ETHICS**

1. Strategies for Integrating AI while Supporting Workforce Transformation
2. Reskilling and Upskilling: Preparing Employees for the Future
3. Addressing Ethical Challenges through Policy and Organizational Change

**VII. CONCLUSIONS**

1. Summary of Findings
2. Implications for Irish Multinationals and Workforce Management
3. Limitations and Future Research Directions

**VIII. BIBLIOGRAPHY**

**IX. ANNEXES**

## E. WORK SCHEDULE:

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
Initial Proposal							
Conceptual Framework							
Investigation & Analysis							
Review							
Submission draft							
Final Changes							
Final Submission							

## Bibliography

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