

IMPACT OF ARTIFICIAL INTELLIGENCE ON EMPLOYMENT IN THE COMMERCE SECTOR

Nayana D. Rewatkar

Assistant professor

Nabira Mahavidyalaya, Katol, Nagpur.

Crossref DOI - <https://doi.org/10.63665/rh.v7i2.100>

Abstract :

Artificial Intelligence (AI) has emerged as a transformative force in the commerce sector, reshaping business operations, decision-making processes, and employment structures. This research paper systematically examines the impact of AI on employment in commerce, focusing on job displacement, job creation, skill transformation, and workforce adaptability. The integration of AI technologies such as machine learning, automation, chatbots, and predictive analytics has significantly improved efficiency and productivity in areas like retail, marketing, finance, and supply chain management. However, these advancements have also raised concerns regarding workforce redundancy, particularly for routine and low-skilled jobs. At the same time, AI has generated new employment opportunities that require advanced technical, analytical, and managerial skills. This paper highlights the dual nature of AI—both as a disruptor and an enabler of employment. By analyzing existing literature and sectoral trends, the study emphasizes the growing importance of reskilling, upskilling, and human–AI collaboration. The findings suggest that while AI may reduce certain traditional roles, it also enhances job quality and creates new career pathways within the commerce sector. The paper concludes that proactive policy measures and organizational strategies are essential to ensure inclusive and sustainable employment growth in the AI-driven commercial environment.

Keywords : Artificial Intelligence, Employment, Commerce Sector, Automation, Workforce Transformation

Introduction :

The rapid advancement of Artificial Intelligence (AI) has significantly influenced the global commerce sector, altering how businesses operate and compete in the market. AI technologies are increasingly adopted in commercial activities such as customer service, digital marketing, financial analysis, inventory management, and e-commerce platforms. These applications enable organizations to process large volumes of data, reduce operational costs, and enhance customer experiences. While AI adoption has contributed to improved productivity and efficiency, it has also generated widespread debate regarding its impact on employment. Many traditional roles in commerce, particularly those involving repetitive and routine tasks, are increasingly being automated. This has raised concerns about job



displacement and employment insecurity among workers. Conversely, AI has also created new employment opportunities that demand advanced skills, creativity, and strategic thinking. The nature of work in the commerce sector is therefore shifting from manual and clerical roles to technology-driven and knowledge-intensive positions. Understanding the impact of AI on employment is crucial for policymakers, educators, and business leaders to develop strategies that balance technological progress with workforce sustainability.

Objectives of the Research Study :

1. To examine the impact of artificial intelligence on employment patterns in the commerce sector.
2. To identify job roles affected by AI-driven automation and technological advancement.
3. To analyze changes in skill requirements due to AI adoption in commerce.
4. To suggest strategies for managing workforce transitions in an AI-enabled commercial environment.

Review of Literature

1. Frey, Carl Benedikt & Osborne, Michael A. (2013) – 47% jobs at automation risk; clerical and retail jobs highly affected.
2. Brynjolfsson, Erik & McAfee, Andrew (2014) – AI changes business models; reduces routine jobs, creates tech-based roles.
3. World Economic Forum (2016–2020) – Routine commerce jobs decline; growth in analytical and AI roles.
4. McKinsey Global Institute (2017) – Automation shifts jobs in finance and e-commerce sectors.

Role of AI on employment on commerce sector :

1. Artificial intelligence automates routine commercial tasks such as billing, inventory control, customer query handling, and sales reporting, thereby reducing manual workload, increasing operational efficiency, minimizing errors, and allowing employees to focus on strategic, creative, and value added activities effectively consistently.
2. AI transforms employment by creating new roles in data analysis, digital marketing, algorithm supervision, and e-commerce management, requiring higher cognitive, technical, and analytical skills while shifting workforce demand away from repetitive low skill commercial occupations across modern business environments.
3. Artificial intelligence supports human decision making in commerce by providing predictive insights, customer behavior analysis, and demand forecasting, enabling employees to make accurate strategic choices, improve productivity, and enhance overall organizational performance and competitiveness in dynamic global commercial markets today.



4. AI influences employment structures by promoting reskilling, upskilling, and continuous learning, encouraging organizations to invest in workforce development programs that help employees adapt to technological change, maintain job relevance, and achieve long term career sustainability within evolving commerce sector globally.

Challenges and Opportunities of AI on Employment in the Commerce Sector :

1. Job displacement is a major challenge as artificial intelligence replaces routine commercial roles, creating employment insecurity among low skilled workers who lack digital knowledge and access to reskilling opportunities.
2. Skill gap emerges as a challenge because rapid AI adoption demands advanced technical and analytical skills, while existing employees struggle to adapt without proper training and continuous learning support.
3. High implementation cost of AI technologies creates challenges for small and medium commercial enterprises, limiting their ability to adopt automation while maintaining employment stability and workforce development programs.
4. AI presents opportunities by creating new employment roles in data analytics, digital commerce, and AI system management, encouraging innovation and higher value job creation within the commerce sector.
5. Artificial intelligence offers opportunities to enhance job quality by reducing repetitive tasks, improving decision making, increasing productivity, and enabling employees to engage in strategic and customer oriented commercial activities.

Conclusion :

Artificial Intelligence has emerged as a powerful force reshaping employment in the commerce sector. Its integration has led to significant automation of routine and repetitive tasks, improving efficiency, accuracy, and operational speed across commercial activities. While this transformation has raised concerns about job displacement, particularly among low-skilled workers, it has also highlighted the evolving nature of employment rather than its complete elimination. AI-driven systems support human decision-making, enhance customer engagement, and optimize business processes, thereby redefining traditional job roles. As a result, the commerce sector is witnessing a shift toward knowledge-based and technology-oriented employment structures.

At the same time, artificial intelligence has created new opportunities that demand advanced skills, creativity, and adaptability. The growing need for data analysts, digital marketers, AI system managers, and e-commerce specialists reflects the sector's changing workforce requirements. To ensure sustainable employment growth, organizations and governments must prioritize reskilling and upskilling initiatives, invest in education, and develop supportive labor policies. When implemented responsibly, AI can serve as a catalyst for inclusive economic growth, enabling the commerce sector to achieve long-term productivity, competitiveness, and employment stability in an increasingly digital economy.



References :

- World Economic Forum. (2020). *Future of jobs report*. WEF
- Manyika, J. et al. (2017). *Jobs lost, jobs gained*. McKinsey Global Institute.
- OECD. (2019). *Artificial intelligence and the future of work*. OECD.

