

# **Employment Shopping: An AI-Driven Universal Job Allocation Model for Inclusive Workforce Integration**

## **Abstract**

Unemployment remains a major global issue, particularly for marginalized groups such as ex-offenders, rural workers, and individuals with disabilities. Grounded in labor market segmentation theory and a critique of institutional barriers, this study argues that existing AI-driven job platforms often reproduce systemic exclusion due to digital access gaps and algorithmic bias. This study proposes Employment Shopping, an AI-powered, mobile employment solution that combines personalized job recommendations with in-person support via mobile Employment Buses. By functioning as an act of institutional entrepreneurship, the model leverages bias-mitigating AI and public-private partnerships to enhance accessibility and inclusivity. This research evaluates the model's feasibility, ethical implications, and expected impact, theoretically positioning Employment Shopping as a scalable, socio-technical intervention aligned with UN SDGs on poverty reduction, decent work, and economic inclusion.

**Keywords:** Employment AI, Job Matching, Workforce Inclusion, AI in Labor Market, Institutional Innovation, Employment Bus, Rural Employment, Algorithmic Bias, AI Ethics, Socio-Technical Design

## **Author's Note**

An earlier conceptual version of the Employment Shopping model was published as a white paper on the DeSci Labs platform (Chakrabarti 2025). This manuscript offers a substantial academic upgrade, featuring a developed theoretical framework, robust methodology, and significant revisions. It has also received a very high novelty content score on DeSci Labs, reflecting its original contribution to the field.

## **1. Introduction**

In 2025, over 1 billion people globally remain excluded from meaningful employment, with marginalized groups like individuals with disabilities, ex-offenders, and rural populations facing unemployment rates up to 60% higher than the average (Bureau of Labor Statistics 2023; World Bank 2021). These communities confront a fragmented employment landscape riddled with systemic barriers. These disparities are not random but are symptoms of a segmented labor market and deep-seated institutional barriers—including credentialism, statistical discrimination, and spatial mismatch that traditional job-seeking methods fail to address (Reich, Gordon, and Edwards 1973; Phelps 1972).

For instance, individuals with disabilities experience unemployment rates two to three times higher than their peers (Bureau of Labor Statistics 2023; Alexiadou 2022), while ex-offenders are 50-60% less likely to receive job interview callbacks despite equivalent qualifications (Pager 2003; Pager 2007). Rural workers, meanwhile, are often confined

to low-wage manual labor due to limited digital infrastructure and training (World Bank 2021; Voinov et al. 2024).

Current solutions, such as online job boards and AI-driven platforms, fall short. Exhibiting a form of technological determinism (Winner 1980), these platforms assume digital literacy and access, excluding those on the wrong side of the digital divide (Manyika et al. 2017; George, George, and Martin 2023). Furthermore, algorithmic bias in hiring reinforces inequalities by favoring privileged demographics, functioning as an **institutional reproduction mechanism** (O'Neil 2016; Colón Vargas 2024). These systems often prioritize automation over the creation of meaningful, inclusive opportunities, leaving systemic challenges unaddressed (Autor, Mindell, and Reynolds 2020; Masera 2024).

The emergence of AI-driven workforce transformation has created both opportunities and challenges for employment systems (AI Yahmadi, AI Mahrouqi, and AI Hinai 2024; Challoumis 2024). While AI technologies offer unprecedented capabilities for job matching and skill assessment (Agadi and Kinange), they also risk perpetuating existing inequalities if not designed with inclusion at their core (Stypinska 2023; Chaube et al. 2024).

Employment Shopping reimagines this paradigm by integrating AI-powered job matching with mobile, human-centered support through Employment Buses. These AI-equipped hubs deliver personalized job recommendations, skill development, and tailored assistance directly to underserved urban and rural areas, tackling both digital exclusion and bias head-on (Sidhu et al. 2024; Ghosh 2024). Supported by public-private partnerships, the model offers a scalable, inclusive solution for ex-offenders, rural workers, gig workers, and individuals with disabilities, among others (Kumar 2024; Sahebi and Formosa 2024).

## **2. Literature Review**

This refined literature review addresses the theoretical foundations and empirical gaps in AI-driven employment solutions for marginalized populations. Drawing from labor economics, institutional theory, and technology adoption frameworks, this review critically examines existing literature to position the Employment Shopping model as a theoretically grounded intervention that addresses systemic market failures in employment matching.

### **2.1 Theoretical Framework: Labor Market Segmentation and Institutional Barriers**

The Employment Shopping model is grounded in dual labor market theory (Reich, Gordon, and Edwards 1973) and institutional analysis of employment barriers. Labor market segmentation theory posits that employment markets are divided into primary sectors (offering stable, well-paying jobs) and secondary sectors (characterized by instability and low wages). Marginalized groups including ex-offenders, rural workers,

and individuals with disabilities—are systematically relegated to secondary markets due to institutional barriers rather than individual deficiencies (Peck 2001; Petropoulos 2018).

Recent research has expanded this understanding to include the digital divide's role in perpetuating labor market segmentation (Voinov et al. 2024; Olaniyi, Ezeugwa, and Okatta 2024). The gig economy has further complicated traditional labor market structures, creating new forms of precarious employment that particularly affect marginalized populations (Ahmed and Lee 2023; Balakrishnan 2022).

Institutional barriers manifest as:

Credentialism: Over-reliance on formal qualifications that exclude non-traditional candidates

Statistical discrimination: Employers using group membership as a proxy for individual productivity (Phelps 1972)

Spatial mismatch: Geographic disconnection between job opportunities and marginalized communities

Digital exclusion: Lack of access to technology-mediated employment opportunities (Voinov et al. 2024)

The Employment Shopping model theoretically addresses these market failures through institutional entrepreneurship using AI-powered mobile hubs to create new organizational forms that bypass traditional institutional barriers.

## **2.2 Critical Analysis of AI in Labor Markets: Beyond Technological Determinism**

Current literature on AI in employment often exhibits technological determinism, assuming that technological advancement automatically leads to improved outcomes (Winner 1980). This approach neglects the social construction of technology and how AI systems embed existing social biases (Franken and Wattenberg 2019; Tschang and Almirall 2021).

### **2.2.1 Algorithmic Bias and Institutional Reproduction**

Algorithmic bias in hiring systems systematically disadvantages protected groups (O'Neil 2016; Colón Vargas 2024). Unlike previous literature that treats bias as a technical problem, recent research positions it as an institutional reproduction mechanism that perpetuates inequalities through apparently neutral technology (Stypinska 2023; Chaube et al. 2024).

Critical gap: Most AI employment literature focuses on bias detection without examining the institutional context that produces biased data (Acypreste and Paraná 2022; Ma et al. 2022). The Employment Shopping model addresses this by combining bias-aware algorithms with institutional change through mobile service delivery and human-AI collaboration.

### **2.2.2 The Platform Economy and Precarious Work**

The gig economy literature reveals a paradox of flexibility: while platforms offer flexibility, they often create precarious employment lacking traditional protections (Wazani 2024; Sayyed, Jadhav, and Barnabas 2024). AI-driven platforms exemplify this, using algorithmic management to control workers while maintaining the fiction of independent contracting (Rosenblat 2018; Mer, Mathew, and Arora 2024).

Original contribution: The Employment Shopping model transcends this binary by creating a hybrid institutional form that combines platform efficiency with institutional support—mobile hubs provide the human intermediation that digital-only platforms lack (Nayak, Satpathy, and Khang 2024).

## **2.3 Marginalized Populations and Employment: An Intersectional Analysis**

### **2.3.1 Ex-Offenders: Criminal Justice and Labor Market Exclusion**

Criminology literature documents how criminal records create permanent employment penalties (Pager 2003; Pager 2007). Recent research has explored how AI systems can either perpetuate or mitigate these biases in hiring processes, depending on their design and implementation (Yuan et al. 2023).

Theoretical gap: Research often focuses on supply-side interventions (training) rather than demand-side institutional change. The model addresses this by using AI monitoring to create graduated trust systems, allowing employers to engage with ex-offenders while managing perceived risks.

### **2.3.2 Rural Employment: Spatial Inequality and Digital Divides**

Rural employment literature emphasizes spatial disadvantage and digital exclusion (Voinov et al. 2024; Dwivedi et al. 2023). The digital transformation of agriculture and rural economies presents both opportunities and challenges for workforce development (Dwivedi et al. 2023).

Critical insight: The model reframes rural employment through asset-based community development, using mobile technology to leverage rural assets (skills, social networks) rather than forcing adaptation to urban-centric systems.

### **2.3.3 Disability and Employment: Medical vs. Social Models**

Disability employment literature has evolved from medical models focusing on individual accommodation to social models emphasizing systemic barriers (Alexiadou 2022). AI technologies present unique opportunities for creating more accessible employment processes when designed with universal principles in mind.

Theoretical contribution: The Employment Shopping model operationalizes the social model of disability, creating universally accessible infrastructure through mobile hubs rather than retrofitting existing systems.

## **2.4 Public-Private Partnerships in Employment: Beyond Market Fundamentalism**

The PPP literature in employment services reveals complexities in balancing public welfare with private efficiency (Kumar 2024; Dosz 2024). Recent research emphasizes the need for hybrid governance models that leverage both sectors' strengths while mitigating their respective weaknesses (Ghosh 2024).

### **2.4.1 Workfare and Activation Policies**

Activation policies often trap participants in low-wage employment without addressing structural barriers (Peck 2001). Contemporary research suggests that AI-enhanced activation policies can improve outcomes when combined with comprehensive support services (Olaniyi, Ezeugwa, and Okatta 2024).

Critical gap: Most PPP models prioritize labor market attachment over job quality. The Employment Shopping model addresses this through career pathway mapping that connects immediate employment with long-term skill development (Sidhu et al. 2024).

### **2.4.2 Social Impact and Results-Based Financing**

Recent evaluation of social impact initiatives reveals risks of "cherry-picking" easier-to-serve clients and "goal displacement" (prioritizing measurable over meaningful outcomes). The model avoids these pitfalls through universal access (mobile hubs serve all) and multi-dimensional outcomes (employment quality, not just quantity).

## **2.5 Technology Adoption and Digital Inclusion**

Digital inclusion literature recognizes that closing the divide requires institutional support for usage gaps (digital skills), not just technological access (Voinov et al. 2024). Recent research emphasizes the importance of culturally responsive technology design for marginalized communities (Yuan et al. 2023).

### **2.5.1 Human-Computer Interaction and Vulnerable Populations**

Most employment technology is designed for ideal users, not marginalized populations. Design contribution: The model incorporates inclusive design from the outset, using mobile hubs to provide scaffolded technology interaction that builds digital confidence.

## **2.6 Workforce Diversity and Inclusion Framework**

Contemporary research on workforce diversity has moved beyond simple demographic representation to comprehensive inclusion strategies (Mor-Barak and Cherin 1998; Barak 2008). Recent studies emphasize the importance of intersectionality in understanding how multiple marginalized identities compound employment barriers (Morfaki and Morfaki 2022; Kiradoo 2022).

The Employment Shopping model integrates these insights by designing AI systems that can identify and address intersectional disadvantages, ensuring that individuals facing multiple forms of discrimination receive appropriate support (Goswami and Goswami 2018).

## **2.7 AI and Economic Development**

Recent research on AI's economic impact reveals complex relationships between technological adoption and employment outcomes (Aghion, Antonin, and Bunel 2019; Panigrahi 2024). Studies from emerging economies provide valuable insights into how AI can be leveraged for inclusive development (Sidhu et al. 2024; Guarascio and Reljic 2025).

The global perspective on AI and employment suggests that successful implementation requires careful attention to local contexts and institutional frameworks (Damioli et al. 2023; Shao, Shi, and Shi 2022).

## **2.8 Theoretical Synthesis: Institutional Innovation for Inclusive Employment**

This literature review reveals that existing approaches suffer from three theoretical limitations: technological determinism, methodological individualism, and market fundamentalism. The Employment Shopping model represents an institutional innovation that addresses these through:

Socio-technical design: Embedding social values in technical systems

Institutional entrepreneurship: Creating new organizational forms to overcome structural barriers

Hybrid governance: Combining market mechanisms with social protection

## **3. Methodology**

This study outlines a structured implementation model for Employment Shopping, enhancing job accessibility through AI-powered solutions and inclusive strategies. The methodology comprises four interconnected components crucial for a more equitable labor market.

### **3.1 Employment Buses: Mobile Job-Matching Hubs**

#### **3.1.1 Rationale and Objectives**

The Employment Buses serve as the primary vehicle for institutional entrepreneurship. They are mobile, AI-powered hubs designed to bridge the gap between job seekers and opportunities, particularly in underserved areas (Voinov et al. 2024). Their purpose is to overcome the spatial mismatch and digital divides that relegate marginalized communities to secondary labor markets, providing in-person services that purely digital solutions lack (Ghosh 2024). The objective is to deliver accessible, tailored support that enhances workforce participation.

#### **3.1.2 Implementation Strategy**

Strategic Placement: Four AI-powered buses will be deployed based on a multifaceted analysis of unemployment statistics, population density, and community needs, targeting disadvantaged urban neighborhoods and isolated rural communities (Kumar 2024).

Staffing: Each bus will be staffed by two trained employment officers with expertise in

career counseling, AI-assisted services, and cultural sensitivity. Specialized training will address the unique needs of marginalized groups (Sidhu et al. 2024).

**AI Integration:** Onboard AI algorithms will centralize job matching, assessing job seekers' profiles to generate personalized recommendations (Al Yahmadi, Al Mahrouqi, and Al Hinai 2024). The system will incorporate contextual factors like transportation and childcare, supporting multilingual interfaces to ensure relevance across diverse communities (Yuan et al. 2023).

**Sustainable Operation:** Buses will leverage solar panels for power, with maintenance supported by public-private partnerships (Kumar 2024).

**Community Engagement:** The buses will serve as community hubs, hosting workshops and skill-building sessions to foster trust and promote digital literacy (Voinov et al. 2024).

## **3.2 AI-Powered Job Allocation System**

### **3.2.1 Rationale and Objectives**

This system is designed as a socio-technical intervention to provide scalable and equitable job matching (Chaube et al. 2024). It combines open-source LLMs with proprietary algorithms to deliver personalized recommendations while actively mitigating **bias (Colón Vargas 2024)**. **The aim is to counter the institutional reproduction of bias** found in standard AI hiring platforms by embedding fairness, transparency, and robust privacy measures into its core architecture to build user trust (Stypinska 2023).

### **3.2.2 Implementation Strategy**

**Hybrid AI System:** Open-source LLMs will handle initial language processing, while proprietary algorithms will refine skill extraction, job matching, and bias mitigation (George, George, and Martin 2023).

**AI-Driven Profiling:** Job seeker data will be analyzed with explicit consent to create comprehensive profiles for tailored recommendations (Agadi and Kinange).

**Job Opportunity Mapping:** Continuous crawling of job boards and partnerships with local employers will build an up-to-date database (Ahmed and Lee 2023).

**Bias Mitigation:** The system will use fairness-aware algorithms, diverse datasets, regular audits, and human oversight (Acypreste and Paraná 2022). **Explainable AI will provide clear rationales for recommendations (Sahebi and Formosa 2024)**.

**User Feedback Loop:** Job seekers will rate recommendations, providing data for iterative refinement (Masera 2024).

## **3.3 Inclusive Employment Model**

### **3.3.1 Rationale and Objectives**

This model operationalizes a social model of inclusion, moving beyond supply-side fixes to restructure the demand-side environment (Alexiadou 2022). It creates tailored pathways that acknowledge and mitigate specific institutional barriers—such as

credentialism for ex-offenders or environmental barriers for individuals with disabilities to foster economic self-sufficiency (Morfaki and Morfaki 2022).

### **3.3.2 Implementation Strategy**

**Ex-Offenders:** AI-monitored creative roles will provide skill development and rehabilitation, using anonymized data to foster a supportive environment and reduce recidivism (Pager 2007).

**Rural Workers:** Roles leveraging technology in agriculture and digital crafts will utilize local resources, supported by online training to access remote opportunities (Dwivedi et al. 2023). This reflects an asset-based community development approach.

**Urban Unemployed:** Remote jobs and gig economy roles will offer flexibility, with support services like subsidized childcare addressing systemic obstacles (Wazani 2024; Nayak, Satpathy, and Khang 2024).

**Individuals with Disabilities:** Remote jobs, AI-assisted testing, and assistive technologies will be prioritized to ensure inclusion (Alexiadou 2022).

**Intersectionality:** The AI will identify and prioritize intersectional profiles for compounded support (Kiradoo 2022; Goswami and Goswami 2018).

## **3.4 Government and AI Collaborations**

### **3.4.1 Rationale and Objectives**

This component establishes a hybrid governance model that ensures sustainability, scalability, and ethical implementation (Dosz 2024; Kumar 2024). These partnerships facilitate resource sharing and policy advocacy, leveraging the strengths of public and private sectors while mitigating the risks of market fundamentalism often seen in traditional PPPs (Ghosh 2024).

### **3.4.2 Implementation Strategy**

**Primary AI Providers:** Open-source LLMs and vetted proprietary algorithms will provide core technology (George, George, and Martin 2023).

**Government Partnerships:** Integration with workforce agencies and educational institutions will provide access to job listings, training, and certifications (Kumar 2024).

**Private Sector Engagement:** Strategic partnerships will ensure diverse job opportunities, with incentives encouraging inclusive hiring (Balakrishnan 2022).

**Funding Model:** Sustainability will be secured through a mix of government grants, private sector incentives, and community crowdfunding (Olaniyi, Ezeugwa, and Okatta 2024).

**Policy Advocacy:** Collaboration will promote inclusive policies, data privacy, and upskilling frameworks (Sahebi and Formosa 2024).

## **3.5 Employment Categories**

### **3.5.1 Rationale and Objectives**

The model categorizes opportunities into 40 sectors and 494 job categories, ensuring

diverse options for varying skills and experience (Wazani 2024). This facilitates targeted matching, specialized training, and insights into emerging trends.

### **3.5.2 Implementation Strategy**

**Environmental and Sustainability Jobs:** Roles addressing the green economy, such as Ocean Cleanup Crew, Solar Panel Installers, and AI Climate Forecasters (Challoumis 2024).

**Technology and Digital Jobs:** Positions leveraging advancements, like AI Ethical Investment Guides, Green Data Analysts, and Sustainable UX Designers (Mer, Mathew, and Arora 2024).

**Community and Social Impact Jobs:** Roles promoting inclusion, such as Community Garden Organizers and Environmental Justice Advocates (Chaube et al. 2024).

**Creative and Media Jobs:** Opportunities supporting the creative economy and sustainability, like Sustainable Fashion Bloggers and Eco-Photographers (Sayyed, Jadhav, and Barnabas 2024).

**Training Accessibility:** Training will be delivered in accessible formats to ensure inclusivity (Alexiadou 2022).

**Job Demand Validation:** AI will cross-reference categories with real-time employer demand data to confirm market relevance (Agadi and Kinange).

## **4. Discussion**

This study introduces Employment Shopping, an AI-driven model designed to combat unemployment among marginalized communities. The following discussion synthesizes key insights, connecting the proposed methodology to the theoretical framework outlined in the literature review.

### **4.1 Addressing Algorithmic Bias and Ethical Considerations**

The methodology's focus on fairness-aware algorithms, diverse datasets, and regular audits directly confronts the risk of institutional reproduction of bias (Colón Vargas 2024; Stypinska 2023). Unlike purely technical approaches, our model treats bias as a socio-technical problem. The emphasis on explainable AI is critical for uncovering opaque decision-making, ensuring that the technology does not perpetuate the very inequalities it aims to solve (Sahebi and Formosa 2024). This aligns with the critique of the social construction of technology, demanding that systems be built with equity as a core design principle, not an afterthought (Chaube et al. 2024).

### **4.2 The Role of Human Interaction and Personalized Support**

While Employment Shopping leverages AI, its success hinges on the human element (Voinov et al. 2024). The employment officers on the buses provide the essential human intermediation that purely digital platforms lack. This hybrid approach directly addresses the paradox of the platform economy, which often creates precarious work under the guise of flexibility (Ahmed and Lee 2023; Mer, Mathew, and Arora 2024). These officers offer tailored guidance and emotional support, providing the scaffolded technology

interaction necessary to build digital confidence and address nuanced barriers that algorithms cannot capture (Yuan et al. 2023).

### **4.3 Potential for Scalability and Adaptability**

The mobile bus infrastructure offers flexibility, yet true scalability requires adapting to regional variations (Sidhu et al. 2024). This aligns with the concept of spatial justice, demanding that the model does not impose a uniform solution. In rural areas, the strategy must pivot from connecting to existing jobs to fostering asset-based community development, leveraging local skills and resources to create new opportunities (Dwivedi et al. 2023). This adaptability is key to avoiding the one-size-fits-all pitfalls of many large-scale employment programs (Ghosh 2024).

### **4.4 Measuring Impact and Evaluating Success**

To validate the model's transformative claims, evaluation must transcend simple metrics like job placement (Maserà 2024). We must measure job retention, wage growth, and career mobility to ensure the model facilitates entry into the primary labor market, rather than trapping individuals in low-wage cycles, a common failure of workfare policies (Peck 2001; Olaniyi, Ezeugwa, and Okatta 2024). This focus on multidimensional outcomes is essential to avoid the goal displacement seen in some results-based financing models.

### **4.5 Addressing the Digital Divide and Accessibility**

The Employment Buses are designed to bridge the digital divide by addressing both access gaps and usage gaps (Voinov et al. 2024). Physical accommodations and multilingual support operationalize the social model of disability and principles of universal design (Alexiadou 2022). By providing a safe, supportive environment for learning, the model fosters meaningful technology use, ensuring that digital inclusion is substantive, not merely nominal (Yuan et al. 2023).

### **4.6 Sustainability and Environmental Impact**

The model's ethos aligns with sustainability, from solar-powered buses to promoting green economy jobs (Challoumis 2024). This focus on sustainable job categories can foster long-term environmental resilience and help communities adapt to climate change, contributing to a just transition.

### **4.7 Importance of Collaboration and Partnerships**

The model's success rests on robust collaboration among government, private firms, nonprofits, and communities (Kumar 2024; Dosz 2024). These partnerships pool resources—funding, jobs, expertise, but face challenges like misaligned priorities or bureaucratic delays (Petropoulos 2018). Governments offer policy frameworks and subsidies, private entities supply opportunities, and nonprofits enhance outreach, yet coordinating these stakeholders demands clear incentives and communication channels (Ghosh 2024).

An underexplored insight is the risk of partnership fatigue or inequitable resource distribution, particularly in resource-scarce regions. Future research could investigate governance models—like multi-stakeholder councils—to ensure equitable collaboration, while leveraging corporate social responsibility (CSR) initiatives to deepen private-sector buy-in (Franken and Wattenberg 2019; Balakrishnan 2022).

#### **4.8 Market Research and Competitive Advantage**

Unlike platforms like LinkedIn or Indeed, which prioritize digitally savvy users and often perpetuate bias, Employment Shopping targets marginalized groups with mobile hubs, bias-mitigated AI, and human support (Agadi and Kinange; George, George, and Martin 2023). While competitors excel at scale, they lack the model's focus on ex-offenders, rural workers, and disability inclusion. This niche positioning—addressing systemic gaps—offers a competitive edge, though it must contend with established platforms' brand recognition and resources.

Future research could benchmark Employment Shopping against these platforms, quantifying its unique value in placement rates and user satisfaction among underserved demographics (Wazani 2024). Exploring integration with existing systems could further amplify its reach without sacrificing its inclusive mission.

### **5. Expected Results**

The Employment Shopping model is anticipated to deliver transformative outcomes by improving employment access, fostering economic empowerment, and promoting sustainability for marginalized communities (Guarascio and Reljic 2025; Panigrahi 2024). By blending AI-driven job matching, mobile Employment Buses, and inclusive strategies, the initiative targets measurable improvements in job placement, workforce participation, and environmental impact. Below are the expected results, reflecting both employment and sustainability dimensions.

#### **5.1 Improved Accessibility and Job Placement Rates**

The model's AI-driven job matching and Employment Buses are expected to boost accessibility and job placement rates for marginalized groups by 20% compared to traditional methods (Al Yahmadi, Al Mahrouqi, and Al Hinai 2024). Personalized recommendations tailored to skills, interests, and local conditions, combined with in-person support in underserved urban and rural areas, will ensure that groups like ex-offenders, rural workers, and individuals with disabilities connect with opportunities previously out of reach (Sidhu et al. 2024). The mobile hubs will overcome barriers such as lack of internet or transportation, making job-seeking more equitable and efficient (Voinov et al. 2024).

#### **5.2 Increased Job-Seeking Efficiency**

Employment Buses, equipped with AI tools and trained staff, are projected to enhance job-seeking efficiency by 30%, measured by the time from initial engagement to job

placement (Masera 2024). Onboard systems will instantly profile job seekers and match them with roles, while workshops and community events build trust and digital literacy (Yuan et al. 2023). This streamlined process will reduce delays and frustration, offering a seamless experience compared to fragmented traditional approaches.

### **5.3 Growth in Employer Participation**

Through government incentives like tax credits and outreach to private sector partners, employer participation is expected to rise by 25% (Kumar 2024). Companies will gain access to diverse, pre-screened candidate pools, reducing recruitment costs and enhancing workforce inclusivity (Balakrishnan 2022). The model's emphasis on matching employers with motivated, skilled individuals from marginalized backgrounds will encourage broader adoption of inclusive hiring practices (Kiradoo 2022).

### **5.4 Diversification of Employment Opportunities**

AI-curated job allocations across 40 sectors and 494 categories are anticipated to diversify opportunities, leading to a 15% increase in marginalized individuals securing higher-skilled, higher-paying roles (Wazani 2024). By integrating emerging fields like technology, green energy, and creative industries, the model will open pathways beyond low-wage manual labor (Challoumis 2024; Sayyed, Jadhav, and Barnabas 2024). Tailored training and skill development will equip job seekers to thrive in these evolving sectors, boosting long-term career prospects (Nayak, Satpathy, and Khang 2024).

### **5.5 Reduction in Unemployment Rates**

A significant drop in unemployment rates among marginalized communities is expected, particularly in underserved urban and rural areas where Employment Buses operate (Olaniyi, Ezeugwa, and Okatta 2024). The combination of precise job matching, in-person support, and access to remote and gig economy roles will address systemic barriers like stigma, lack of resources, and geographic isolation (Ahmed and Lee 2023). This reduction will ripple outward, stabilizing local economies and reducing reliance on public assistance.

### **5.6 Enhanced Skill Development and Economic Empowerment**

The Inclusive Employment Model will drive skill development and economic empowerment by offering online training, microfinancing, and support services like childcare and transportation assistance (Dwivedi et al. 2023). Ex-offenders might master creative roles, rural workers could adopt precision farming techniques, and individuals with disabilities could leverage assistive technologies for remote work (Alexiadou 2022). These tailored opportunities will enhance financial stability, confidence, and independence, breaking cycles of poverty (Goswami and Goswami 2018).

### **5.7 Improved Social Inclusion and Quality of Life**

By dismantling barriers to stable, meaningful work, the model is expected to improve social inclusion and quality of life (Mor-Barak and Cherin 1998). Job seekers will gain

not only income but also a sense of purpose and community connection through roles that promote social impact (Chaube et al. 2024). This shift will reduce social exclusion, strengthen cohesion, and elevate overall well-being, particularly for those historically marginalized (Barak 2008).

### **5.8 Sustainability and Environmental Impact**

Employment Shopping will contribute to environmental sustainability by prioritizing green job matching and sustainable practices (Challoumis 2024). A dedicated "green jobs" category featuring roles like solar panel installers, ocean cleanup crew, and AI climate forecasters—will connect job seekers to the growing eco-friendly economy, supporting a circular economy with fair wages. The model's operations will minimize environmental impact through energy-efficient AI algorithms, renewable energy-powered buses, and data minimization to reduce digital waste. Remote and hybrid work opportunities will cut commuting emissions, while sustainability ratings for employers will incentivize eco-friendly practices.

### **5.9 Broader Economic and Community Resilience**

Beyond direct employment, the model is expected to strengthen local economies by keeping income within communities and reducing economic leakage (Panigrahi 2024). As job seekers gain stable work, increased consumer spending will stimulate growth, while decreased dependence on welfare systems will ease public budgets (Dosz 2024). The focus on diverse, sustainable job categories will position communities to adapt to market shifts, enhancing resilience against economic and environmental challenges (Shao, Shi, and Shi 2022).

### **5.10 Scalability and Long-Term Viability**

The model's modular design—combining scalable AI technology with adaptable mobile hubs—is expected to prove its potential for broader rollout (Tschang and Almirall 2021). Initial success in targeted areas will demonstrate viability, attracting sustained government and private sector support (Damioli et al. 2023). Regular feedback from users and employers, coupled with updates to reflect labor market trends, will ensure the system remains relevant and effective over time, setting a foundation for global expansion (Ma et al. 2022).

## **6. Conclusion**

In conclusion, the Employment Shopping initiative offers a transformative approach to global unemployment by leveraging AI-driven job matching, mobile accessibility, and collaborative partnerships (Sahebi and Formosa 2024). This scalable and inclusive model aims to bridge the digital divide and dismantle systemic barriers for marginalized communities, fostering workforce participation and economic independence (Morfaki and Morfaki 2022). By prioritizing algorithmic fairness, data privacy, and ethical AI practices, the initiative addresses potential challenges while aligning with key Sustainable Development Goals (Ghosh 2024).

Successful implementation necessitates strategic planning, policy support, continuous evaluation, and stakeholder engagement (Kumar 2024). Future research should focus on pilot programs to refine the model and assess its impact in diverse labor markets, ultimately paving the way for a more equitable and sustainable global economy where meaningful employment is accessible to all (Guarascio and Reljic 2025).

## **7. Beyond Employment: Transformative Potential**

**7.1 The Employment Shopping model marks a paradigm shift in tackling unemployment** through AI-driven, inclusive, and community-centric strategies (Al Yahmadi, Al Mahrouqi, and Al Hinai 2024). While it prioritizes job accessibility for marginalized populations, its transformative potential reaches beyond employment to broader societal impacts and scalability.

**7.2 By delivering job-matching services directly to underserved communities, the model** strengthens local economies, curtails economic leakage, and fosters localized growth (Panigrahi 2024). Its emphasis on diverse job categories—spanning emerging sectors like sustainability and technology—positions job seekers as contributors to climate solutions, enhancing economic resilience (Guarascio and Reljic 2025; Challoumis 2024).

**7.3 A defining feature is its redefinition of workforce inclusion. Blending in-person** support with advanced AI, the model offers tailored opportunities to gig workers, individuals with disabilities, and other marginalized groups, prioritizing individual context (Mor-Barak and Cherin 1998; Barak 2008). This holistic approach sets a new benchmark for inclusive employment, with potential to shape broader labor market policies (Morfaki and Morfaki 2022; Kiradoo 2022).

**7.4 Built on scalable technologies and modular infrastructure, the model is primed for** global expansion. Strategic adaptations—such as aligning job categories with regional industries or embedding local languages into the AI system could address unemployment across diverse contexts. Its focus on explainable AI and bias mitigation ensures adaptability to varying ethical and regulatory frameworks (O’Neil 2016).

**7.5 Future enhancements could leverage next-generation AI, such as real-time labor** market forecasting or emotion-aware algorithms, to sharpen job-matching precision. Integrating blockchain for secure data management could further enhance privacy. A bold evolution might involve transitioning to community ownership, training local leaders to operate the model and manage AI systems, empowering communities to sustain their own employment ecosystems (Goswami and Goswami 2018).

**7.6 Beyond direct employment, the model generates societal ripple effects. Greater** economic independence could lessen reliance on social welfare systems, while enhanced workforce participation may boost mental health and social cohesion (Mor-

Barak and Cherin 1998). These indirect benefits amplify its value, strengthening its case for policy advocacy.

**7.7 In conclusion, the Employment Shopping model bolsters economic resilience, redefines inclusion, and delivers scalable, adaptable solutions. Its future lies in harnessing AI advancements, fostering community ownership, and driving societal benefits that transcend employment metrics—paving the way for a transformative reimagining of global labor markets.**

## **8. Diverse Employment Categories:**

**Purpose:** This section illustrates the breadth of the Employment Shopping model by presenting 100 distinct job roles tailored to marginalized groups, leveraging AI to enhance accessibility and inclusivity. Each category includes a realistic wage (daily or monthly) to reflect tangible economic impact, demonstrating how the model bridges systemic barriers across industries and demographics.

1. AI Folk Song Curator: Tribal women record folk songs with AI-generated music, earning \$5 daily via streaming platforms.
2. Digital Herbal Consultant: Rural elders advise on medicinal plants using AI apps, earning \$150 monthly.
3. NFT Street Artist: Homeless artists sell digital art on blockchain, earning \$200 monthly.
4. Remote Chat Support Agent: Single parents handle customer queries, earning \$50 daily with flexible hours.
5. Music Recording Assistant: Ex-offenders produce ad jingles under AI monitoring, earning \$300 monthly.
6. Software Testing Trainee: Ex-offenders debug code remotely, earning \$15 daily.
7. Microfinance Digital Agent: Rural women distribute AI-tracked loans, earning \$100 monthly.
8. Agricultural Drone Operator: Farmers optimize crops with AI drones, earning \$10 daily.
9. Accessibility Tester: Disabled individuals audit websites remotely, earning \$20 daily.
10. Voice Interface Developer: Visually impaired enhance AI voice systems, earning \$400 monthly.
11. Ocean Cleanup Drone Pilot: Fishermen monitor waste with AI, earning \$8 daily.

12. Sustainable Fashion Blogger: Urban youth promote eco-clothing online, earning \$120 monthly.
13. Green Data Analyst: Corporate dropouts analyze renewable trends, earning \$25 daily.
14. Community Garden Organizer: Unemployed locals lead urban farms, earning \$90 monthly.
15. AI Climate Forecaster: Rural workers predict weather with AI, earning \$6 daily.
16. Eco-Photographer: Creatives document sustainability efforts, earning \$150 monthly.
17. Solar Panel Installer: Gig workers fit renewable systems, earning \$12 daily.
18. Digital Craft Seller: Artisans market goods via AI platforms, earning \$80 monthly.
19. Remote Trading Assistant: Urban unemployed manage AI stock trades, earning \$10 daily.
20. Precision Farming Tech: Rural workers use AI sensors for crops, earning \$7 daily.
21. Virtual Event Host: Gig workers coordinate online events, earning \$100 monthly.
22. Upcycling Designer: Creatives repurpose waste into goods, earning \$110 monthly.
23. AI Storytelling Mentor: Ex-offenders craft narratives with AI, earning \$200 monthly.
24. Braille Content Creator: Visually impaired produce accessible materials, earning \$15 daily.
25. Circular Economy Scout: Locals identify recycling opportunities with AI, earning \$5 daily.
26. AI Language Tutor: Refugees teach dialects via AI platforms, earning \$8 daily.
27. Virtual Reality Tester: Disabled gamers test VR accessibility, earning \$18 daily.
28. Eco-Tourism Guide: Tribal locals lead virtual tours, earning \$120 monthly.
29. Remote Data Entry Clerk: Urban unemployed input data with AI tools, earning \$6 daily.
30. Sustainable Packaging Designer: Creatives design eco-friendly packaging, earning \$130 monthly.

31. AI-Assisted Translator: Multilingual refugees translate texts, earning \$10 daily.
32. Green Roof Technician: Urban workers install plant roofs, earning \$14 daily.
33. Digital Literacy Coach: Elderly teach basic tech with AI support, earning \$90 monthly.
34. Remote Survey Analyst: Gig workers analyze AI-collected data, earning \$7 daily.
35. Eco-Friendly Toy Maker: Artisans craft sustainable toys, earning \$100 monthly.
36. AI Waste Sorter: Unemployed sort recyclables with AI, earning \$5 daily.
37. Online Skill Mentor: Dropouts teach crafts via AI platforms, earning \$110 monthly.
38. Renewable Energy Auditor: Workers assess energy use with AI, earning \$15 daily.
39. Digital Marketplace Vendor: Rural women sell produce online, earning \$80 monthly.
40. AI Recipe Curator: Home cooks share recipes with AI enhancement, earning \$4 daily.
41. Remote Health Monitor: Disabled track patient data with AI, earning \$12 daily.
42. Sustainable Travel Blogger: Youth document green travel, earning \$130 monthly.
43. AI Crop Disease Scout: Farmers detect plant issues with AI, earning \$6 daily.
44. Online Art Therapy Aid: Ex-offenders assist sessions with AI, earning \$150 monthly.
45. Eco-Construction Helper: Workers build green homes, earning \$10 daily.
46. Remote Booking Agent: Single parents manage travel bookings, earning \$8 daily.
47. AI Music Therapy Aide: Disabled assist therapy with AI tunes, earning \$100 monthly.
48. Digital Seed Bank Curator: Rural workers catalog seeds with AI, earning \$5 daily.
49. Sustainable Event Planner: Gig workers organize eco-events, earning \$140 monthly.
50. AI-Assisted Repair Tech: Unemployed fix devices with AI guides, earning \$9 daily.
51. AI-Powered Handicraft Trainer - Rural artisans learn new craft techniques via AI tutorials, earning \$90 monthly.

52. Remote AI Ethics Consultant - Social activists assess AI biases, earning \$12 daily.
53. Digital Folklore Archivist - Elders document local legends with AI transcription, earning \$80 monthly.
54. AI-Powered Resume Coach - Unemployed individuals improve job applications with AI help, earning \$10 daily.
55. Virtual Reality Tour Creator - Locals build VR tours of heritage sites, earning \$150 monthly.
56. AI-Assisted Legal Guide - Paralegals assist underprivileged communities via AI law tools, earning \$8 daily.
57. Personalized AI Fitness Coach - Disabled individuals create custom AI-driven workouts, earning \$100 monthly.
58. 3D-Printed Prosthetic Technician - Makers use AI to craft affordable prosthetics, earning \$15 daily.
59. AI-Powered Pet Trainer - Remote workers create AI-generated pet training programs, earning \$120 monthly.
60. AI Disaster Response Coordinator - Volunteers use AI mapping to manage relief efforts, earning \$9 daily.
61. Ethical AI Reviewer - Unemployed philosophy grads assess AI decision-making, earning \$200 monthly.
62. Digital Mental Health Coach - Counselors provide AI-assisted therapy, earning \$150 monthly.
63. AI-Assisted Career Mentor - Retirees guide job seekers via AI, earning \$90 monthly.
64. Blockchain Document Verifier - Remote workers verify records on blockchain, earning \$8 daily.
65. AI-Powered Language Revitalizer - Indigenous speakers teach rare languages, earning \$7 daily.
66. Personalized AI Tutor - Educators create custom AI learning plans, earning \$130 monthly.
67. Virtual Wildlife Observer - Conservationists track animals with AI tools, earning \$8 daily.

68. AI-Assisted Genealogy Researcher - Genealogy enthusiasts use AI to trace family trees, earning \$140 monthly.
69. AI Home Gardening Assistant - Urban dwellers optimize small gardens with AI, earning \$6 daily.
70. AI-Generated Audiobook Narrator - Voice artists narrate stories with AI-enhanced tools, earning \$120 monthly.
71. AI-Powered Public Speaker Trainer - Public speakers refine skills with AI feedback, earning \$10 daily.
72. Remote Podcast Editor - Aspiring editors refine podcasts using AI tools, earning \$110 monthly.
73. AI Fashion Personalizer - Stylists provide AI-driven fashion advice, earning \$130 monthly.
74. Remote E-Sports Coach - Gamers train players with AI analytics, earning \$150 monthly.
75. Smart Home Accessibility Consultant - Disabled individuals optimize homes with AI, earning \$100 monthly.
76. AI-Powered Music Producer - Aspiring artists create beats with AI tools, earning \$140 monthly.
77. Remote AI-Powered Grant Writer - Writers help NGOs secure funding, earning \$8 daily.
78. AI-Enhanced Forensic Investigator - Crime analysts use AI for digital forensics, earning \$200 monthly.
79. AI Travel Itinerary Planner - Digital nomads craft personalized trip plans, earning \$90 monthly.
80. AI-Powered Language Dubbing Artist - Voice actors dub films using AI, earning \$150 monthly.
81. AI-Powered DIY Repair Guide - Hobbyists create fix-it tutorials, earning \$9 daily.
82. AI-Powered Custom Jewelry Maker - Artisans design pieces with AI, earning \$130 monthly.
83. AI-Assisted Archaeological Researcher - History buffs analyze ancient sites with AI, earning \$8 daily.
84. Remote AI Storybook Illustrator - Artists create children's book visuals with AI, earning \$140 monthly.

85. AI-Enhanced Community Journalist - Locals report stories using AI writing tools, earning \$7 daily.
86. AI-Optimized Renewable Energy Planner - Consultants improve solar/wind projects, earning \$160 monthly.
87. AI-Assisted Animal Rescue Coordinator - Volunteers track lost pets with AI, earning \$6 daily.
88. AI-Enhanced Eco-Videographer - Filmmakers document climate change with AI, earning \$150 monthly.
89. AI-Powered Personal Finance Mentor - Coaches help low-income workers save, earning \$90 monthly.
90. AI-Assisted Cultural Cuisine Documenter - Food historians record traditional recipes, earning \$8 daily.
91. AI-Powered Digital Art Therapist - Therapists use AI to aid emotional healing, earning \$140 monthly.
92. AI-Optimized Smart Farming Consultant - Agricultural experts guide farmers via AI, earning \$7 daily.
93. AI-Assisted Remote Driving Instructor - Experts train learners via AI simulations, earning \$120 monthly.
94. AI-Powered Home Organizer - Minimalists help declutter homes with AI suggestions, earning \$100 monthly.
95. AI-Powered Virtual Tailor - Designers fit clothes remotely using AI, earning \$110 monthly.
96. AI-Assisted Ethical Hacking Trainee - Tech learners secure networks with AI, earning \$12 daily.
97. AI-Powered Medical Scribe - Remote workers transcribe doctor notes using AI, earning \$140 monthly.
98. AI-Assisted Sustainable Fishing Guide - Fishermen track eco-friendly practices, earning \$7 daily.
99. AI-Optimized Vintage Clothing Restorer - Fashion enthusiasts revive garments with AI, earning \$130 monthly.
100. AI-Powered Mindfulness Coach - Spiritual guides lead meditation via AI, earning \$150 monthly.

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