10 new job roles in AI and automation for management graduates

By MV Anuradha

A professional networking website, recently came up with a list of skills that will be most sought after by recruiters in 2018. The list was developed using their data base as well as various survey results. Cloud computing topped the list of technical skills that recruiters will be interested in. This was followed by Statistical Analysis, Data Mining, Data Visualisation & Presentation, Search Engine Optimisation and Search Engine Marketing, Business Intelligence and Forecast Analysis, Algorithm Design for Machine Learning and Artificial Intelligence (AI), Expertise in use of Advanced Decision Trees etc.

These skills were consistently in demand according to one of the known professional websiteindicating a significant shift towards technology in how businesses are run today. This has also led to the emergence of new job titles that were unheard of a few years ago. A popular UK portal, reported some interesting job titles that had emerged in the past year. For example, a 'Cloud Chief Architect' is an expert in all aspects of cloud computing. A 'Listening Lead' is a social media analyst who uses analytics to monitor and use organisation relevant information on all social media platforms.

A 'Python Developer' is an expert in the use of Python coding that can be used for data analytics. An 'Engagement Lead' is responsible for project planning and client engagement. There are numerous such new job roles one can talk about like AI HumanResources Manager, Virtual Branding Manager or Marketing Campaign Manager etc.

What does all this information mean for a management graduate in India?

Apart from the fact that their designations would be tagged differently, it also means that it is paramount for all management graduates to equip themselves with one core competence- *"an analytic mind that can adapt and apply traditional management principles to a hi-tech environment."* This competence has two aspects to it:

- a good grounding in the traditional management principles and
- an analytic and agile mind that is perceptive of the multiple factors influencing a phenomenon at any given point in time.

Most managerial roles today are extending the application of the traditional ways of doing business with the use of data and Artificial Intelligence. For example Human Resources is using Artificial intelligence identification of candidates for recruitment, scheduling of interviews, using past data to analyse candidate- job fit, performance appraisals and career progression planning etc.The finance function is using AI for financial performance forecasting using big data.

Marketing of products and services using Digital Media, and Search Engine Optimisation processes is also not news anymore. Therefore, while focusing on building technical expertise in the new skills, it is more important to have a strong grip on the traditional underpinnings of business management. Many new job roles like 'Agile Coach' or 'Project Architect' require the same people skills of managing without authority, coordination and communication that has been taught traditionally in all management courses.

Management graduates should also practice some self-assessment

It is also very important that one simultaneously engages in an honest self-assessment before getting into any kind of a job. Choosing job roles based only on their current market demand is not a good long term career investment. It takes a lot of time for people to build competence, while on the other hand technology changes very fast. Therefore, instead of focusing on learning technology specific techniques and tools, one needs to focus on competence.

To build personal competence, management graduates should ideally start with understanding themselves i.e. what kind of competence suits ones personality, and then build on it to match the market demand. For example, an individual who has a strong creative bent of mind can think of using images and written communication/social media posts etc for analytics instead of focusing on quantitative analytics. One can also try out small internship opportunities within organizations during the MBA process to figure out ones area of interest.

Change, they say, is also an opportunity. The change in the business arena that is getting reflected in the new job roles also means that the range of opportunities has also widened. The challenge for the fresh management graduates is now to figure out their personal interests and find a niche for themselves in this fast changing world.

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