

Impact of Artificial Intelligence on the entry level of Working Women's Job and their Work-Life Balance in India

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Abstract

In this fast-moving era the technology of artificial intelligence is playing a vital role of working areas in each sector throughout the worldwide. A prompt adaption of this technology at global level of working area makes developing countries like India also adapt it. So, in this article we are going to discuss and examine to find out the effect on the entry level of working women's jobs in India by the adaption of automation in artificial intelligence technology at work-place of each sector. In next, we also explain how artificial intelligence automation improves the struggle of working women to accomplish their work-life balance goal with the successful career growth, and at the same time we also analyzing that this perception of achieving work-life balance is practically true or not. To analyzing and find out the factors and effect of artificial intelligence we are using the secondary data through government websites, magazines, journals, etc. This article gives a brief view of positive and negative effect of this technology on work-life balance and entry level of working women in India. At the end of this article, we are able to get the idea and ways of implementing the artificial intelligence at that level which provide better work-life balance and more job opportunities with job security among the entry level of working women in developing countries like India.

Keywords: Artificial Intelligence, Entry Level of Work-Place, Working Women, Work-Life Balance, Job Security, Job Displacement.

Introduction

In the leading-edge era, working women are giving their major contribution in the growth of Indian economy by participating in each sector. According to the Female Labor Force Participation Rate (FLFPR) approximately forty two percent (42%) women participation is increasing in the year 2023-2024 and it continuously increasing in positive way rapidly. However, at entry level of each sector is also majorly leading by female employees almost forty nine percent (49%) women are working at the entry level of corporate sector in Indian economy. So, it's very important to secure the job of women at this level of management.

Entry-level of job mainly define by the foundation level of career in every employee, in which the employee tries to learn the new skills or first ever skills to done their task in the professional life. It's a fresher level job which required zero experience in the work-place

Now a days, we can see that the technology Artificial Intelligence make a huge impact on this level of job in each sector. Without any doubt the automation of artificial intelligence is provide a lot of benefit and strength to the employees by completing task with high level of efficiency in their work place. In Modern era, Artificial intelligence automation is the combination AI and automation which are able to work and take decision for the rule-based task or repetitive task in working area. It provides the ease done ways for complex task in very less time and saves lot of time of employees. According to some researchers and reports, automation of artificial intelligence improves the balance between work and life of female employees by reducing their time in completing complex task and increasing the productivity in job at their work place. Working women are able to spend more time with their family ad children without any struggle or guilt. However, instead of that we see that the huge job loss at entry level of corporate sector, especially female

employees are facing huge level lay-offs due to automation of artificial intelligence adaption by companies, mainly in Customer Relationship Management department which is partially now handle by ChatGpt, chatbot etc.

In the event of Grace Hopper Celebration India (GHCI) 2024, Sindhu Gangadharan managing director of SAP Labs India, said that only twenty five percent (25%) of women are contributing in research with the help of Artificial Intelligence which is showing the very few percentages of women are using technology and due to this they loss the lot of opportunity in their field of success.”

“According to Analytics Indian Magazine’s, one of the prominent politician Smriti Irani warns at World Economic Forum Annual Meeting 2025, that the automation of artificial intelligence is risk the seventy one percent (71%) of entry level jobs which driven by mostly the female employees in India and making a stressed on the making safeguard policy which is absent regarding this automation shift in each sector of India.” So, according to scenario, in India regarding adaption of automation technology in an artificial intelligence is emerging a paradoxical situation among employees in each sector especially at entry level of female employees. Paradoxical situation means positive result get but at cost of negative situations emerge in future of working women which gives a job security related stress.

Now a days we see that major companies in India like Amazon, Google, Microsoft, Intel, conducting a huge number of layoffs at the name of skills failure to adapting the new technology and cost cutting process. TCS which is known for their high level of job security is also decrease their workforce by saying that the employees are not match their updated artificial intelligence technology and skills which need their workplace. This job displacement highly effects the entry-level and shockingly effect the mid-level of management also. According to International Labor Organization female employees are mainly affected in these huge layoffs in each sector throughout the worldwide. Therefore, it’s like an edge of two swords for who work at this level of job mainly for female employees who are less skilled and not get proper training to use artificial intelligence technology and upgrade their skills.

Next in below heading we are going to reviewing some previous research on the basis of this topic and find out the insight knowledge about with the help of their reliable verdict and opinions.

Review of Literature

According to the famous global level of report UNESCO 2019 they found that only twenty nine percent of women participating in science research & development department which is almost twenty five percent less from men participated at global level in the relation of digital knowledge.

Pawlicka, Pawlicki, Tomaszevska, Choras, Gerlach (2020) the research was conducted under the area of Poland with eighty organization which is opt on the random basis to analyze the relationship between work-life balance and technology base automation learning among working women and giving a verdict that this learning technology affect oppositely on balance of women life and making their working life imbalance.

Kumar, Chaudhary (2022) In this paper researchers mainly focus impact of adaption of technology automation in the poor countries employees they survey among one hundred and twenty-five female employees and hundred male employees and find out that they feel hurdle in their job security and in new job opportunities because of increasing adaption and use of artificial intelligence robot at their work place.

Shikalgar (2022) According to him the use of artificial intelligence at work place is positive for achieving work-life balance among female employees in IT sector by doing subjective survey method. In their research, this result is making positive impact for short term period but for the long-term period their study not giving appropriate result.

Collett, Neff, Gouvea (2022) According to researchers, they analysis the impact of AI at every level of management is each sector throughout the world with the help of UNESCO and OECD report in their research at found that the working in labor level jobs women is getting lower wages because of their lack in skills compare to high level of management jobs which are highly skilled.

Murugesan, Subramanian, Srivastava, Dwivedi (2023) in this article with the help of Statistical Package for Social Sciences (SPSS) and Analysis of Moment Structures (AMOS) analysis tools the researcher finds the future proofed growth among all hierarchy of management due to adaption of artificial intelligence automation in industrial digitization of human resource department by considering two hundred and seventy-one employees from all department of organization.

Shaikh, Afshan, Anwar, Abbas, Chana (2023) this research is conduct in the biggest hospital of Pakistan countries with the target audience of one hundred and eighty-four health provider and find that the automation of artificial intelligence technology gives the favorable result in health sector which fasten the productivity and reduces the mental stress among health providers.

Mahalakshmi, Jayanthiladevi (2024) This research paper is mainly focused on entry level of working women's and according to their research using artificial intelligence in work-field can enhance their doing work with efficient manner and removing inequalities on the gender basis at work place. The researcher also find that this technology enhances the skill of female employees within the healthcare sector.

Kohli (2024) This research paper is done by case studies and find that artificial intelligence technology is help in reducing inequality problem between male and female by using ethical ways and continuously monitoring at the work place.

Shujia (2024) According to him they find that AI automation is impacting dual effect on employees. One side it makes a remote job opportunities but on the other side they are affecting very badly on the unskilled or low skilled employees and reducing their job growth and also increasing the risk of unemployment.

Shahbazi, Hakimi, Ulusi, Rahimi, Quarishi (2024) According to this researcher the opinions are different on the basis of management level working person at work-place regarding the automation of artificial intelligence impact by using survey and qualitative reviews and stratified sampling method for covering different group of audience at every level.

Billet, Gai (2024) In this research paper the researcher agree that AI is positive and enhance the work-life balance by using reviewing methodology among female employees at the work place, but by their analysis they also find that artificial intelligence automation technology give a negative impact on their job security and increase the risk of job displacement among foundation level of female employees.

Mohla, Bagh, Guha (2024) According to this article, adaption of artificial intelligence automation at working sector has lot of negative effect on work-life balance on working women with increasing job insecurity and decreasing in career opportunities of female employees.

Meharunisa, Almugren, Sarabdeen, Mabrok, Kijas (2024) this research was conducted among the female faculties of academic institutions in the area of Saudi Arabian country to examine the impact of artificial intelligence technology on the balance of work and life and empowerment of women strong or not. So, in this article the researcher comes at the end in with positive result affect but with the condition of limited and strategical use of this technology which is set by the Saudi Arabian government and implement with the strict rules and regulations regarding this artificial intelligence technology adaption.

Khan (2024) in this research paper a researcher covers the area of hotel industry Bundelkhand, Uttar Pradesh to examine the impact of using artificial intelligence on work-life balance of female employees by taking three various types of variables i.e. satisfaction from job, load of working activity and find out the positive relation between artificial intelligence and work-life balance of women. However, on the other hand according to researcher the job security with using artificial intelligence increases the feeling of losing job fear among female employees.

Gupta, Saxena (2025) According to the authors the artificial intelligence technology is used for creating the job opportunities among the rural female employees and giving the suggestions to government for empowering the rural women work life by the help of conducting literacy related to digital areas. According to this paper AI technology make bridge between the old values and new technology and enhance the quality-life of rural female employees.

Atmaza, Anendhita, Amalia, Herlina, Edwards (2025) This research is conducted by using cross-sectional survey method in the area of Greater Jakrata between 432 employees on the basis of likert scale with regression analysis method and find that high level of using artificial intelligence technology at work place effect in a negative way on workers job security and increase the risk of technostress (stress related to technology which increase the level of job displacement). In the end, the major loss is being facing by entry level of employees.

Cazzaniga, Panton, Li, Pizzinelli, Tavares (2025) In this paper researcher explores the changes in gender base opportunities under the area of six type of various economies and badly affect the lower group of working women faces worse job disruption at their work place.

Objectives

- To find out gender wise usage of artificial intelligence technique at workplace in India.
- To analyze the impact of artificial intelligence on the entry level of working women's job security and opportunities at working sector in India.
- To suggest out the major findings of this article.

Research methodology

In this article, we are using the other party collected data by various news agencies paper, previously published research papers, international and national labor organizations who works for private and government both agencies to justify the all objectives successfully. The area of this article mainly covers the bird eye view of working women in India.

Data Interpretation and Analysis

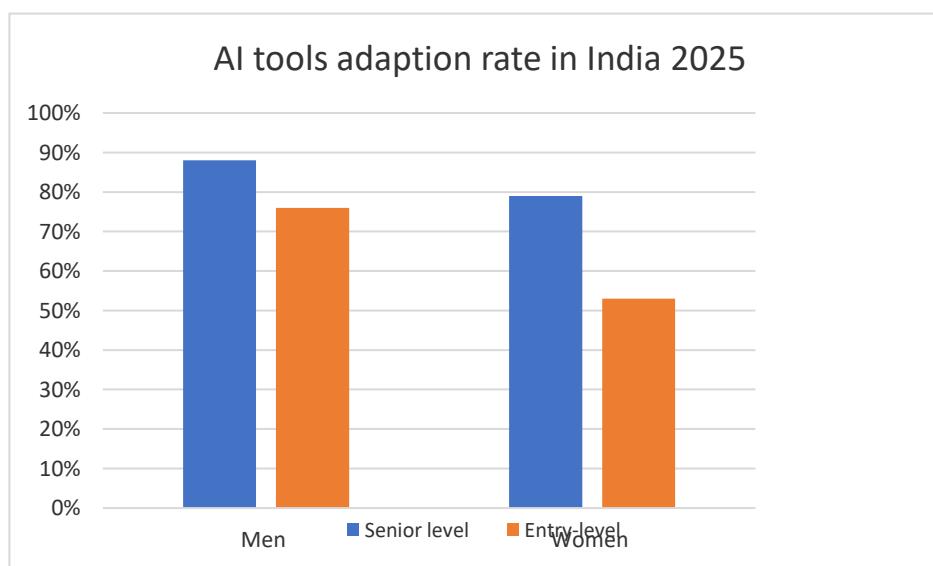
1. To fulfill the first objective, of this article we are using some graph and table to represent the data which is taken by the two-newspapers source who published the data in the early 2025 and find the huge gender gap of using artificial intelligence at their workplace instead of reducing gender gap problem.

Using of artificial intelligence by women in India is near about sixty-six percentage (66%) according to the report of early 2025 which is published by investmentguruindia.com.

- So, in below table and graph 1.1 we are able to see that the adaption rate among genders of using artificial technology in India at the level of management.

Table 1.1

AI Adoption rate at level of management	Men	Women
Senior level	88%	79%
Entry-level	76%	53%



Graph 1.1: Source: Investment guru India

In above graph 1.1 we can see that a huge gap of gender in using Artificial intelligence (AI) tools at two main level of management. At level of senior management around eighty-eight percent of men and sixty-six percent of women are

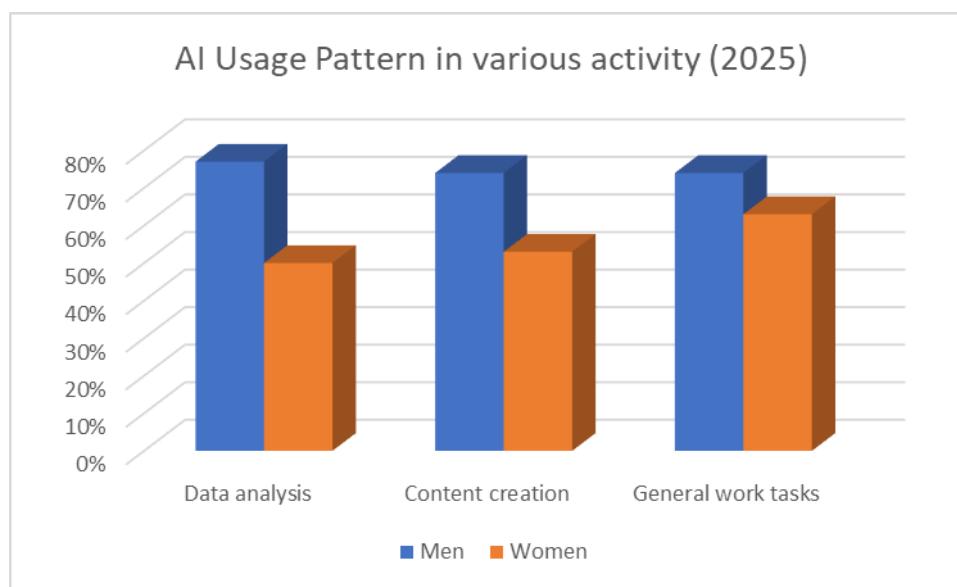
using this modern tool. On the other hand, around fifty-three percent of women are using AI tools compare to seventy-six percent of men on the level of entry at work-place in different types of sectors in India.

However, only twenty one percent (21%) of working women feeling motivated at work-place for using artificial intelligence which is too less compare to thirty-three percent (33%) men having such motivation for using artificial intelligence in Indian working sectors.

- The next table and graph 1.2 is shown the using of AI tool on the basis of usage pattern among women and men in Indian working sectors

Table 1.2

Usage pattern in working areas	Men	Women
Data analysis	77%	50%
Content creation	74%	53%
General work tasks	74%	63%



Graph 1.2, Source: Investment Guru India

In above graph 1.2 we are able to find out that in 2025 there is a major gap between the men and women in using artificial intelligence tools at their workplace. At first in data analysis related work only fifty-three percent of women are getting the help from AI tools while seventy-seven percent of men are able to use the technique of artificial intelligence at their workplace. After that in content creation work seventy-four percent of men using AI technique which is far greater than women with fifty-three percent using artificial intelligence. At last, in all over general work tasks women are capturing only sixty-three percent compare to seventy-four percent of men.

According to prnewswire.com, maximum percentage of using artificial intelligence tool is in technology sector and reduces this gender gap which is eighty percent women compare to eighty-six percent of men.

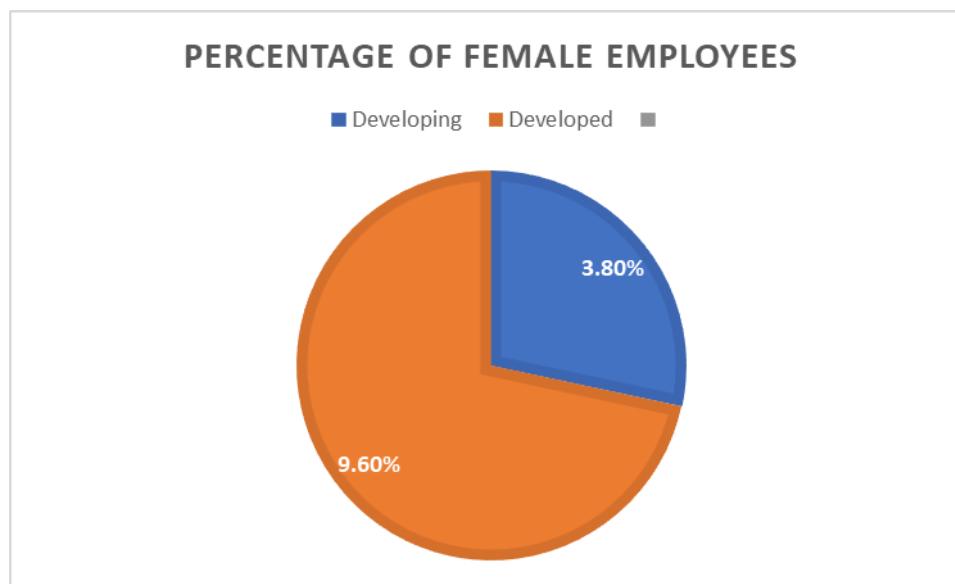
- According to some data at google scholars, we found that around sixty-two percent of employees believes that AI tools giving a huge help to maintaining the work-life balance in their life successfully by giving flexible working hours, providing automation in repetitive task at work place which safe lot of time from working hours which was good for their mental health.

2. To analyze the impact level of artificial intelligence on the female employees who work at the entry-level of job we use the secondary data which is collected by various websites and journals with the help of using different dependent variables which affect the job security of working women at their professional life.

- In table and graph 2.1 we see that the situation of female employees who facing job displacement risk due to the using of AI in developing and developed countries.

Table 2.1

Countries	Percentage of Female employees
Developing	3.8%
Developed	9.8%



Graph 2.1, source: ILO & UN News

According to the data of International Labor Organization (ILO) and United Nations news, the risk of losing job of working women in India is approx. three-point eight percent due to the lower middle-income group of countries like India who faces the major percent of using artificial intelligence at their work place, which is fair enough situation of working women compare to the high income group of countries who faces the job replacement of female employees with nine point eight percent (<https://www.ilo.org/> & www.news.un.org)

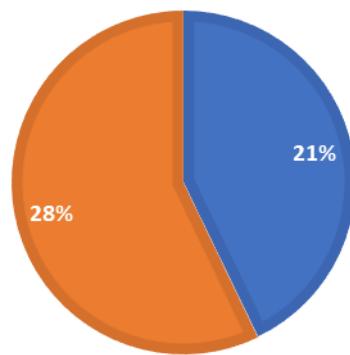
- In the next table and graph 2.2 we present that the male and female percentage of job displacement risk at the global level due to automated AI technology exposure.

Table 2.2

Gender	Percentage of Job replacement risk
Male	21%
Female	28%

PERCENTAGE OF GENDER BASIS JOB REPLACEMENT RISK

■ Male ■ Female ■



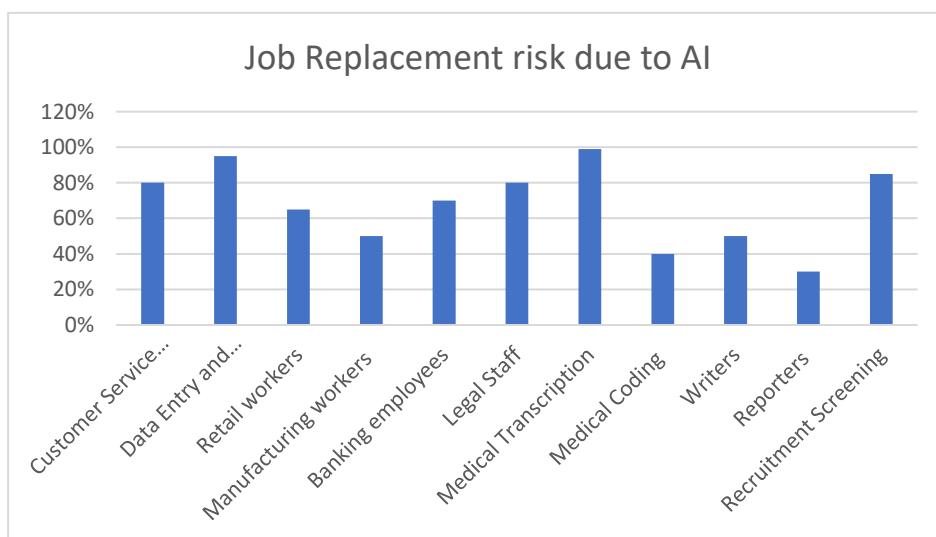
Graph 2.2, Source: www.news.un.org

In above graph 2.2 we see that, “Twenty-eight percent of female jobs are facing high risk of job displacement due to the exposure of compare to twenty-one percent of male jobs too less form the female employees throughout the world.” (United Nations “Gender Snapshot” 2025)

- In the below table and graph 2.3 present the data of faces job replacement risk in various due to excessive using of AI which is collected from demand sage website.

Table 2.3

Job Role	Job Replacement risk due to AI
Customer Service Representative	80%
Data Entry and Administration	95%
Retail workers	65%
Manufacturing workers	50%
Banking employees	70%
Legal Staff	80%
Medical Transcription	99%
Medical Coding	40%
Writers	50%
Reporters	30%
Recruitment Screening	85%



Graph 2.3, Source: SSRN 2025

In above graph 2.3 we can clearly see that the drastic effect on overall employees in each sector's security of job due to automation of system using. According to data eighty percent of job cutting in services of customer related department due to AI in 2025. Preceding that the highest number with ninety-five percent of job cutting faces in the sector of data entry and administration services which are mostly done by female employees as we known.

After that sixty-five percent of job reduction among the retail workers and in healthcare sector situation is also difficult with reduction of ninety-nine percent job among those staff who make the audio and discharge summary due to automation in AI and forty percent job at risk of medical coding staff till the year 2025.

The job reduction is also faced by the employees who work in banking industry due to automation of AI. According to this data in 2025 seventy percent of banking job are reducing and faces layoff. However, the employee's layoff with fifty-four percent at risk in banking sector from the last year.

Another department which is mainly hold by female employees are at high risk of job losing in future. Recruitment screening and training staff faces the major replacement in job due to automation in Artificial Intelligence with the eighty percent and ninety percent of administration staff in human resource department at risk between the year 2025 to 2027.

This data is not cover only till 2025-year job reduction it will also predict the data of upcoming years till 2030. According to that assumption in future job risk due to adaption of automation in service area the most affected employees who are working in legal department with eighty percent of paralegal staff from 2026 and with sixty-five percent researchers of legal department from 2027 faces job layoffs. Followed by fifty percent of writers and thirty percent of reporters facing a major job displacement form the upcoming year 2030.

Conclusion and Findings

After examine the lot of data and reviewing the researchers finding, we conclude this article with the result that the using automated artificial intelligence is beneficial at some certain point and its effect the positively on the work-life balance of female employees in India reducing the time and increasing the productivity in the job. After implementing the artificial intelligence tool in correct way, the problem of biasness in gender promotions and recognition among employees are solved at enough level.

However, these favourable changes are occurred after the using of AI only in correct strategic manner. Otherwise, the excessive use of artificial intelligence is dangerous for country employment level and the result will come out with the high employment crisis among the male and female employees. As result we will see that the inefficiency for maintaining the work-life balance in male and female employees both which increase the problem of burnout and mentally level of stress especially in female employees of country.

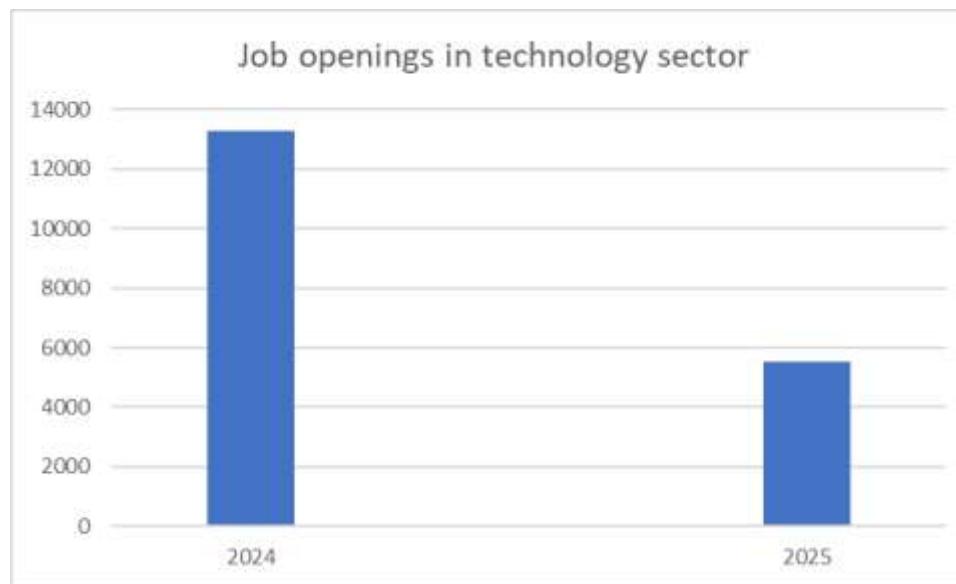
After analysing the bundle of data, we see the major setback faced by the fresher's female employees due to the implementing the automation in artificial intelligence technology at the zero level or entry level of departments.

According to the global level of news agency United Nations find that in early few months of 2025 the layoffs of employees in number is seventy-seven thousand nine hundred and ninety-nine due to the direct reason of AI and in this the major portion is female employees compare to male employees in technology sector.

Instead of these layoffs the new generation of employments is also affected in very bad way due to the AI automation. Overall fifty-eight percent of decline in last year (2025) compare to the year of 2024. The below graph and table 3.1 is represent this problem in visual manner.

Table 3.1

Year	Job openings in technology sector
2024	13263
2025	5510



Graph 3.1, source: www.challengergary.com

Whereas, opportunity for upcoming jobs is also reducing by fifteen percent in the entry level of management from last few years.

In last year we see those huge layoffs and decreasing level of job opportunities by major companies due to the AI technology with giving the reasons of unskilled employees according to their work demand.

Atlast, we find some reasons behind the increasing of job displacement risk in the point of view of female employees in India. The following reasons are:

- Lack of giving appropriate training to use and adapt the technology of artificial intelligence.
- Many female employees face the fear of mistake by using this tool at their workplace which giving the result of losing job.
- After reviewing lot literature, we conclude that major portion of female employees not ready to adapt the modern technology because of difficulty level of understanding it.

- Time for learning this technology is too much high, which imbalance the work-life of female employees especially for the mother who are working.
- Last but not the least fear of job insecurity and coming less amount of job opportunity make a female employee difficult to adapt.

Recommendations

According to me the problem of this automation of AI related to job security and work-life balance among female employees solved by some following suggestions which make the adaptability of artificial intelligence automation in positive way. They are:

- Company should offer and implement the proper training program in which the female employees feel freely to share their problem without any fear of occurring mistake at the time of training.
- Company should adapt this technology at limited level of working areas to reducing the job and increasing the unemployment level in country
- Company should offer some workshops related to this technology especially for female employees which reduces their stress level related to technology.
- Government should also make some strict guidelines for the company who adapt this technology in good strategic manner

Hence, by the proper way of adaption of this technology at workplace make the artificial intelligence useful and able to increase the productivity in efficient manner.

This article also opens the ways for future research because there are few amounts of research article is present of the effect of AI automation in India compare to global article available. The research scholars in the future try to get the primary base data to solve the limitation of this article and find the deeper knowledge about this automated technology effect on Indian economy and at their employment rates.

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