UNIVERSITI TEKNOLOGI MARA

Issue #3 | November 2023

RISE

Catalysing Global Research Excellence

ARTIFICIAL INTELLIGENCE (AI): Embracing the Future

eISSN 2805-5683

9 772805 568009

UNIVERSITI TEKNOLOGI MARA

RISE

Phone: +603-5544 2004 | E-mail: tncpi@uitm.edu.my | Web: https://tncpi.uitm.edu.my/
Facebook: tncpi.uitm | Youtube: TNCPI UiTM
Instagram: tncpi_uitm | Twitter: tncpi_uitm

ADMINISTRATION

PROF. TS. DR NORAZAH ABD RAHMAN
Deputy Vice-Chancellor (Research & Innovation)
Office of Deputy Vice-Chancellor (Research & Innovation)
noraz695@uitm.edu.my
+603 – 5544 2004

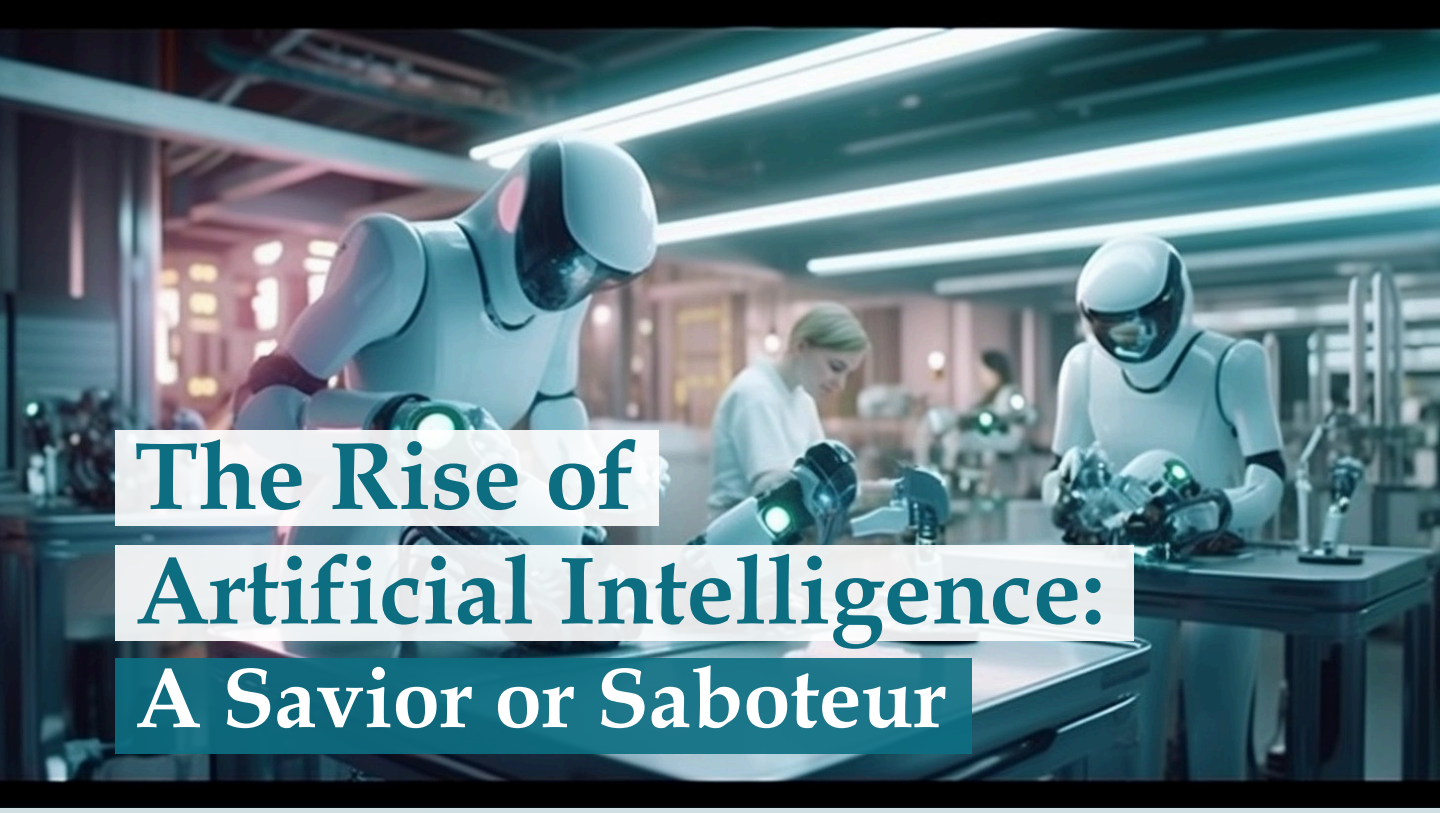
ASSOC. PROF. DR MOHD MUZAMIR MAHAT
Head of Research Communication & Visibility Unit (UKPV)
mmuzamir@uitm.edu.my
+603 – 5544 3097

ABOUT THE MAGAZINE

RISE Magazine is published by Office of the Deputy Vice-Chancellor (Research and Innovation) with aims to highlight a research and innovation on multidisciplinary expert of fields in UiTM. It serves as a platform for researcher to showcase their high quality and impactful findings, activities and innovative solution through publication. Contribution of these ideas come from academicians, researchers, graduates and universities professionals who will enhance the visibility of research and stride to elevate Universiti Teknologi MARA to global standards. This is an effort to promote research as a culture that is accepted by all expertise.

ABOUT UiTM

Universiti Teknologi MARA (UiTM) is a public university based primarily in Shah Alam, Malaysia. It has grown into the largest institution of higher education in Malaysia as measured by physical infrastructure, faculty and staff, and student enrollment. UiTM is the largest public university in Malaysia with numerous campuses throughout all 13 states in Malaysia. There is a mixture of research, coursework and programmes offered to the students. The Office of the Deputy Vice-Chancellor (Research and Innovation) also known as PTNCPI *(Pejabat Timbalan Naib Canselor (Penyelidikan dan Inovasi))* serves as a *Pusat Tanggungjawab* (PTJ) for navigating the research and innovation agenda of the university to achieve UiTM's goals.The PTNCPI office strives to mobilize faculty and campuses, fostering collaboration among researchers, with the aim of transforming the University into a Globally Renowned University by 2025



The Rise of Artificial Intelligence: A Savior or Saboteur

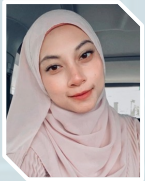
The rapid progress in artificial intelligence (AI) has paved the way for a future full of unprecedented possibilities and opportunities. With its potential to revolutionize industries, reshape businesses, and significantly enhance our everyday experiences, AI is already making its mark on our daily lives. It has taken the lead in boosting emerging technologies such as big data, robotics, and the Internet of Things (IoT). One notable impact of AI's influence is evident in the growing prevalence of virtual assistants like Amazon's Alexa and Apple's Siri, which are increasingly finding their way into homes and workplaces (Housen, 2023). The role of AI as a technological innovator remains dominant, illustrated by the rise of generative AI tools like ChatGPT, AI art generators, and Interior.ai that have gained widespread recognition.

Looking ahead, the presence of AI is likely to only increase in the future. One area where AI has already made significant strides is in automation. Machines equipped with AI capabilities can perform repetitive tasks faster, more accurately, and tirelessly, eliminating the need for humans to engage in dull and labor-intensive activities. This allows human resources to focus on more creative and complex endeavors and unleash their full potential. In addition to automation, AI offers intelligent decision-making, data analysis and predictive capabilities that can greatly improve efficiency, safety, and sustainability on a large scale (Akhter et al., 2021). For businesses, the consideration of AI has progressed well beyond the initial question of whether to adopt AI or not. The primary concern now revolves around the effective generation of business value from AI technology.

However, the transformative potential of AI has raised concerns about the future of human employment. It is undeniable that AI will replace certain job roles, particularly those involving repetitive or rule-based tasks that are easily automated. This has led to fears of widespread job loss and human redundancy. However, it is important to acknowledge that while AI may replace specific job functions, it also creates new opportunities and demands for human skills. Instead of viewing AI as a threat, we should embrace it as a stimulant for change and adaptability to work alongside technology (Cox, 2023). The rise of AI requires a shift in the nature of work, where human workers can focus on uniquely human skills such as creativity, critical thinking, emotional intelligence, and problem-solving. These skills, which are not easily replicated by machines, will become increasingly valuable in an AI-driven economy.

Furthermore, the integration of AI into the workforce can lead to the emergence of entirely new job roles and industries. As AI technologies evolve, there will be a growing demand for individuals who can design, develop, and maintain AI systems, as well as those who can navigate the ethical and responsible implementation of AI. Collaboration between humans and AI will be crucial to maximize the benefits of AI while ensuring its alignment with human values and societal well- being.

In conclusion, embracing the future with AI offers immense opportunities for progress and development. AI has the potential to optimize efficiency, improve decision-making, and unlock new frontiers of innovation. While AI may replace certain job functions, it also opens avenues for human workers to embrace new roles that capitalize on their unique skills and abilities. By fostering collaboration between humans and AI, we can navigate the changing landscape and build a future where AI complements human capabilities, leading to a more prosperous and inclusive society.



Syezreen Dalina Rusdi &
Nur Zania Azurin Abdullah Sani
Faculty of Business & Management,
Universiti Teknologi MARA, Puncak Alam Campus