

techniques, developers can create experiences that captivate players and leave a lasting impact on the gaming community.

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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE LABOUR MARKET: RISKS AND OPPORTUNITIES

The development of artificial intelligence is having a significant impact on the modern labour market, transforming both individual industries and the economy as a whole. Over the past decades, AI technologies, including machine learning, robotics and process automation, have penetrated all areas of life, from manufacturing and

finance to medicine and education. This creates new business opportunities, increases production efficiency, improves the quality of services and reduces costs. However, along with its benefits, the introduction of AI also brings a number of challenges, especially in the context of the labour market. Thus, researching the impact of AI on the labour market is relevant and necessary to understand how technologies are changing the nature of work, what opportunities and risks they bring, and what measures are needed to minimise the negative consequences and maximise the positive effects of AI. This will allow developing strategies to adapt the labour market to new conditions, ensure fair redistribution of benefits and maintain socio-economic stability.

The AI market is developing rapidly and is already one of the most dynamic in the world. From 2020 to 2030, the AI market is expected to grow significantly, driven by the introduction of this technology in various sectors, including healthcare, finance, manufacturing, transport, education, and others. According to Statista [Statista, 2024], the global AI market was estimated at \$93.27 billion in 2020. The situation has now changed after the elections and new strategies of the new president in the United States.

In advanced economies, AI could affect around 60% of jobs. In more than half of these jobs, the introduction of AI will have a positive impact on productivity. In the other half, AI could replace key tasks currently performed by humans, which could reduce demand for labour, leading to lower wages and fewer hires.

The changes brought about by the introduction of AI are having a significant impact on smart businesses, regional economies, entrepreneurship and business culture, and the global economy as a whole. Intelligent business, which is based on the use of the latest technologies and data, is particularly benefiting from the integration of AI. It allows businesses to automate routine tasks, increase efficiency and make more informed decisions based on the analysis of large amounts of data.

AI is also changing the approach to entrepreneurship and business culture. On the one hand, new technologies create opportunities for start-ups and innovative businesses that can quickly adapt to changes and develop new solutions. On the other hand, businesses are facing challenges related to the need to integrate AI into business

processes and adapt to rapid technological change. Business culture is also being transformed by AI [Honcharenko, 2024].

AI is already having a significant impact on the labour market, transforming industries and changing the way we work. While there are significant benefits associated with automation and process optimisation, the introduction of AI also comes with numerous challenges that require attention from governments, businesses and society. AI offers significant opportunities to transform the labour market, but these opportunities are accompanied by numerous challenges. Job replacement, income inequality, the need for new skills, ethical issues, changes in organisational culture, and regulatory barriers are among the main issues that need to be addressed.

In order to maximise the potential of AI, it is necessary to develop comprehensive strategies aimed at re-profiling employees, ensuring equal access to educational resources, creating ethical standards and adapting legislation. Only then will the introduction of AI ensure a balanced and sustainable development of the labour market [Kostyk, та ін., 2024]. While AI can replace certain job functions, it also offers significant opportunities for job creation. Developing, implementing and maintaining AI technologies requires skilled professionals. New roles such as artificial intelligence specialists, data analysts, and machine learning engineers are emerging, providing job opportunities for people with the right skill set. AI doesn't replace people, it empowers them. Using AI technologies, humans can work side by side with intelligent systems, combining their unique problem-solving, creativity and empathy skills with the efficiency and computing power of AI. This collaboration can lead to more efficient and effective outcomes.

There is no doubt that AI will have an impact on the labour market, with both opportunities and challenges. While job loss is still a concern, there are opportunities for growth and innovation through new roles, productivity gains and human-AI collaboration. People and organisations need to adapt, upskill and use ethical practices when working with AI. We can build a future in which humans and AI collaborate to

advance technology and improve the quality of work and life by embracing AI technologies and developing purely human talent.

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ACCESSIBLE DESIGN: PRINCIPLES, CHALLENGES, AND BEST PRACTICES

Accessibility refers to the practice of designing products and experiences that are usable by all individuals, regardless of their physical or cognitive abilities (World Wide Web Consortium [W3C], 2018). It is fundamentally about fostering inclusion, ensuring that no individual is excluded from utilizing digital tools or services. Accessibility goes beyond mere legal compliance; it seeks to uphold the principle that digital experiences should be available to all.

Promoting accessibility within design practices supports broader societal inclusion. By ensuring that information is accessible and interactions are equitable, designers create environments where all individuals can participate fully (Shinohara & Wobbrock, 2016). Moreover, many features now regarded as standard, such as voice assistants, captioning, and touchscreen interfaces, were initially conceived as