Linked in

The AI opportunity

A skills and workforce perspective

Prepared for Digital x ADB
24 September 2024

Our vision

To create economic opportunity for every member of the global workforce

LinkedIn Economic Graph

1B
———
Members
310M APAC

67M
———
Companies

15M
———
Jobs

41K
———
Skills

136K
———
Schools

# AI jobs and skills

There is strong demand and interest for jobs that require AI skills

	Job posts mentioning AI/GAI increased (August 2021-July 2023)	Applications for Jobs mentioning AI/GAI increased (August 2021-July 2023)
Australia	1.1x	1.9x
India	2.5x	2.1x
Japan	1.9x	1.6x
New Zealand	3.8x	3.6x
Southeast Asia	2.4x	1.7x

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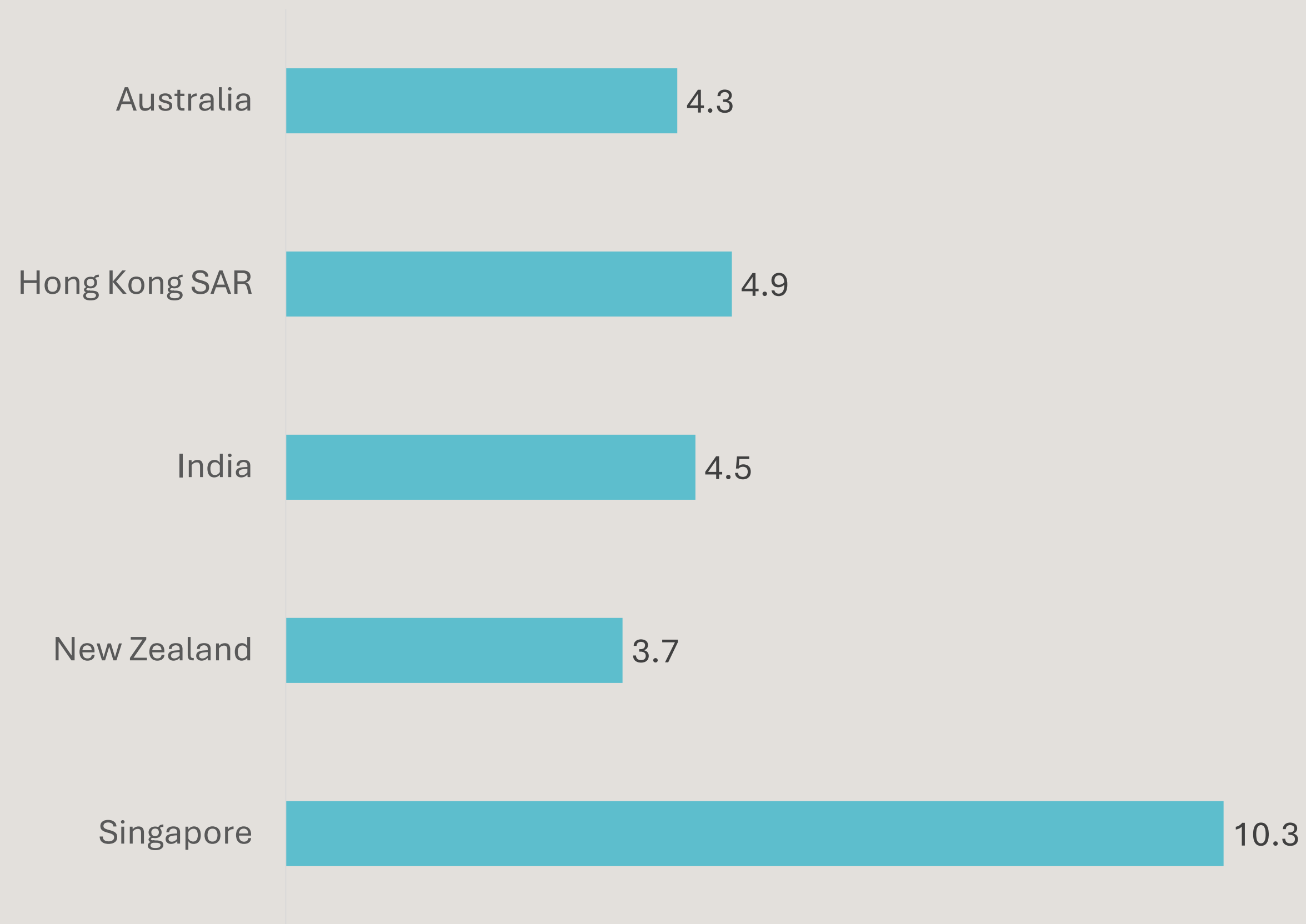# AI talent concentration is unevenly distributed across APAC countries

AI talent refers to LinkedIn members who are employed in an AI-related job or have at least one AI skill

AI talent concentration, 2023
(per 1,000 LinkedIn members)

Country	Value
Indonesia	1.3
New Zealand	2.9
Australia	3.3
Hong Kong	3.4
India	4.2
Singapore	8.8
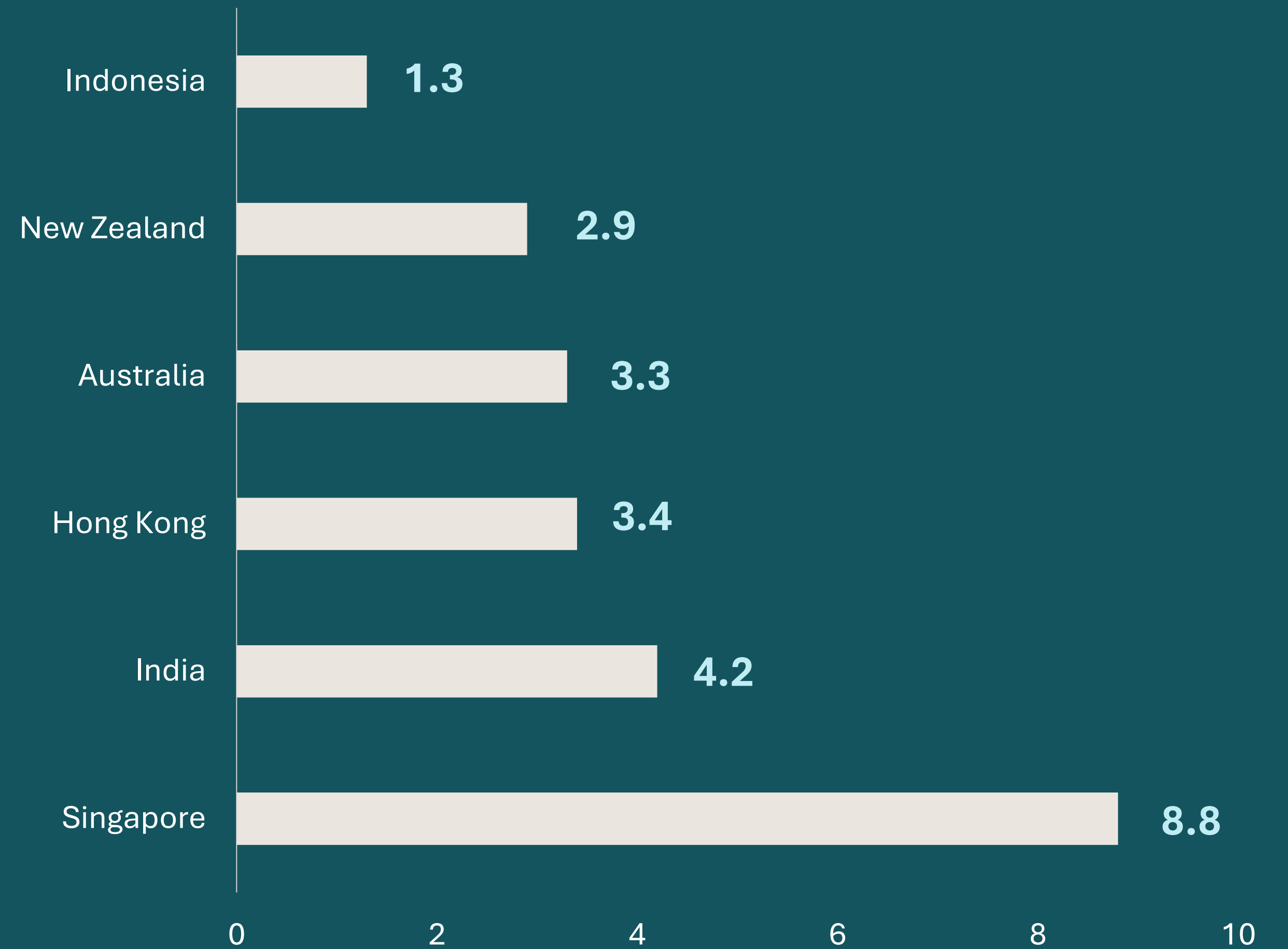
There is also a gender gap in AI talent

AI talent concentration, Male
(per 1,000 LinkedIn members)

Australia	4.3
Hong Kong SAR	4.9
India	4.5
New Zealand	3.7
Singapore	10.3

AI talent concentration, Female
(per 1,000 LinkedIn members)

Australia	1.9
Hong Kong SAR	1.9
India	3.8
New Zealand	2.0
Singapore	6.7
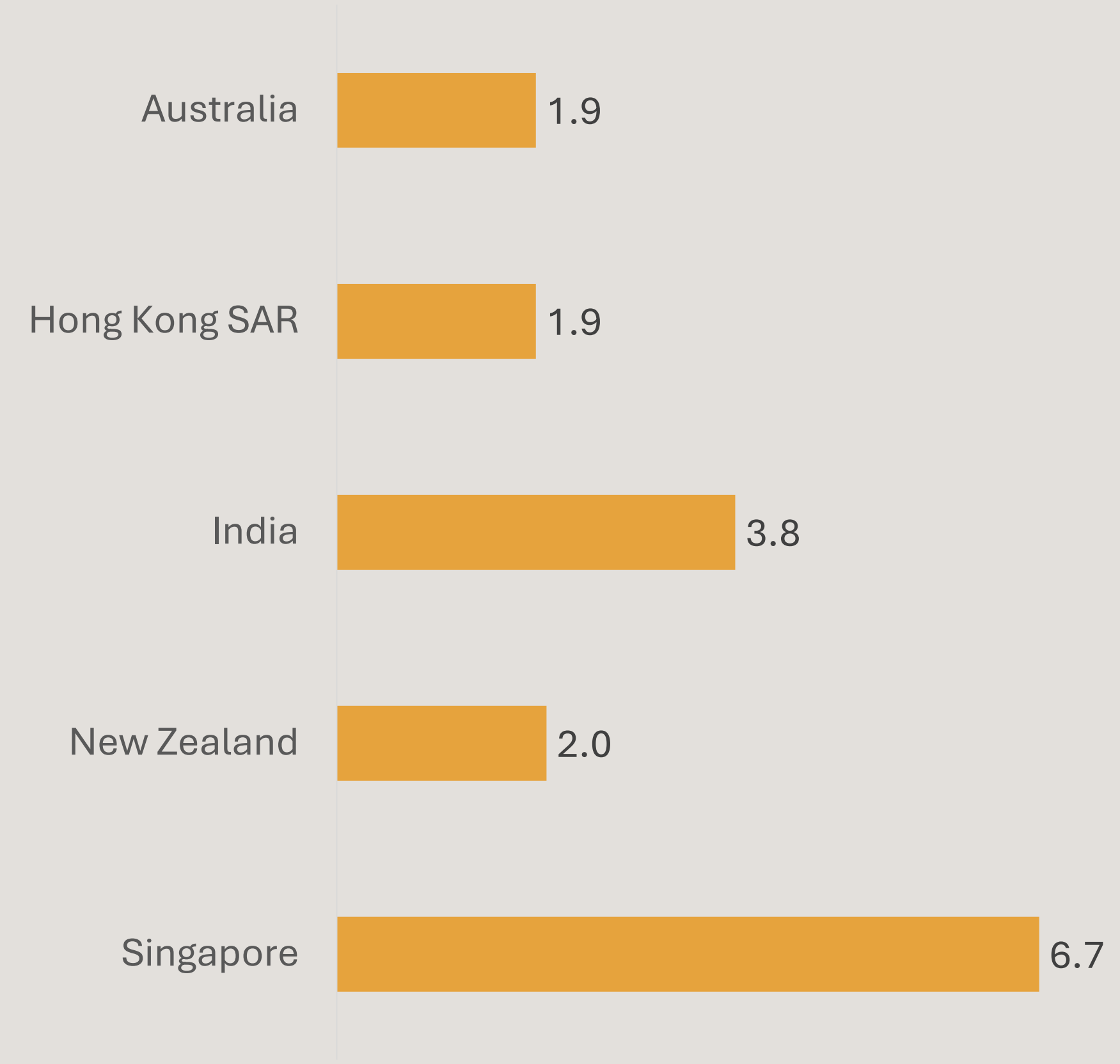
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Top AI skills in LinkedIn member profiles globally, 2023

1	Machine Learning		11	Neural Networks
2	Artificial Intelligence (AI)		12	OpenCV
3	Deep Learning		13	Keras
4	Natural Language Processing (NLP)		14	Artificial Neural Networks
			15	Pattern Recognition
5	Computer Vision		16	Convolutional Neural Networks (CNN)
6	TensorFlow		17	Generative AI
7	Image Processing		18	Reinforcement Learning
8	PyTorch		19	Microsoft Azure Machine Learning
9	Scikit-Learn			
10	Predictive Modeling		20	Algorithm Development

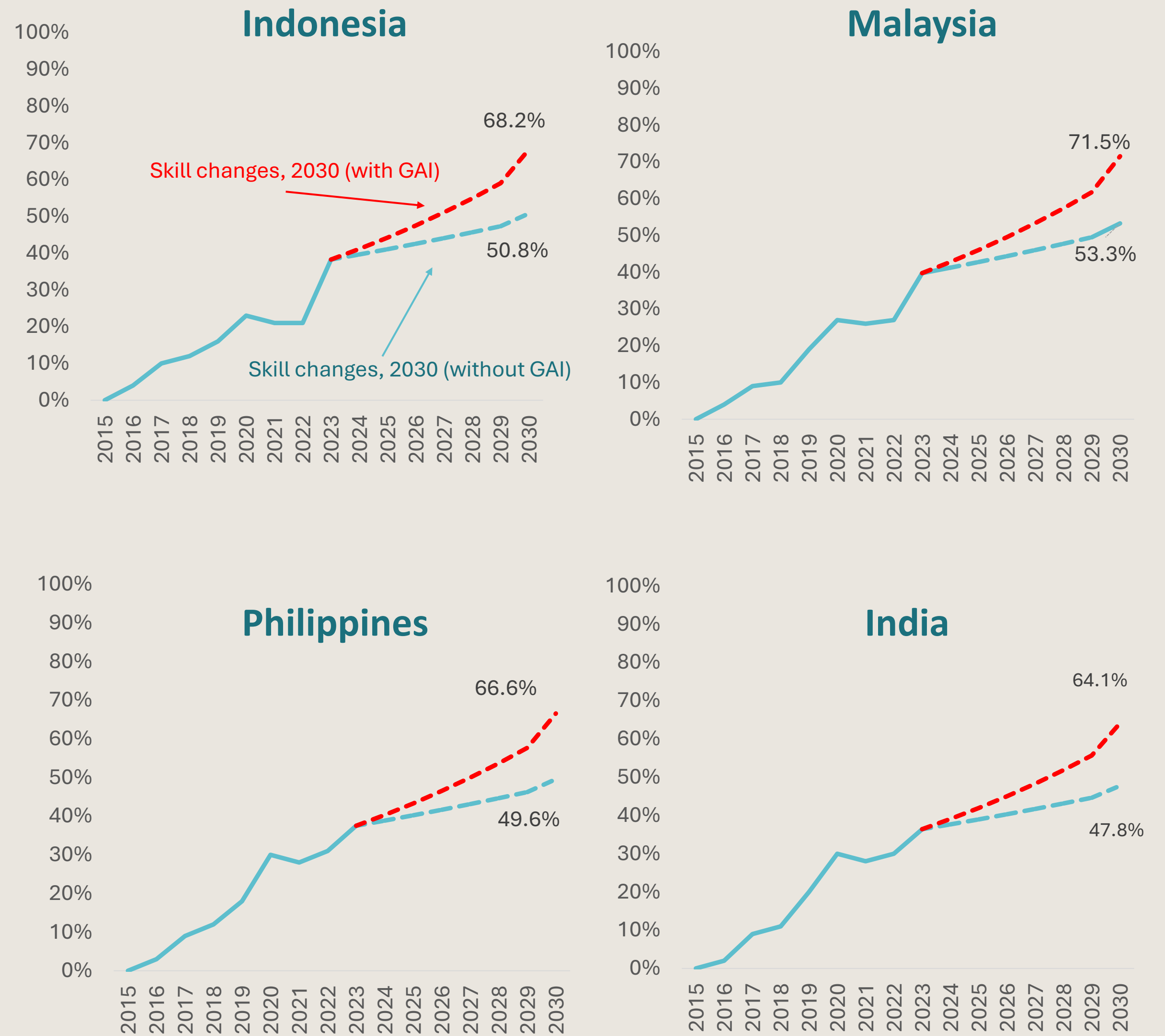Source: LinkedIn Economic Graph

AI skills will continue to be critical for the region's economic transformation

Impact of Generative AI on the workforce

Generative AI will accelerate the change in skill needs across all jobs

As we continue to adopt more AI technologies in all aspects of our work, Generative AI in particular, will further accelerate this chance.

Percentage change in skillsets, with or without GAI impact (indexed to 2015), %

Indonesia

Skill changes, 2030 (with GAI) — 68.2%

Skill changes, 2030 (without GAI) — 50.8%

Malaysia — 71.5%, 53.3%

Philippines — 66.6%, 49.6%

India — 64.1%, 47.8%

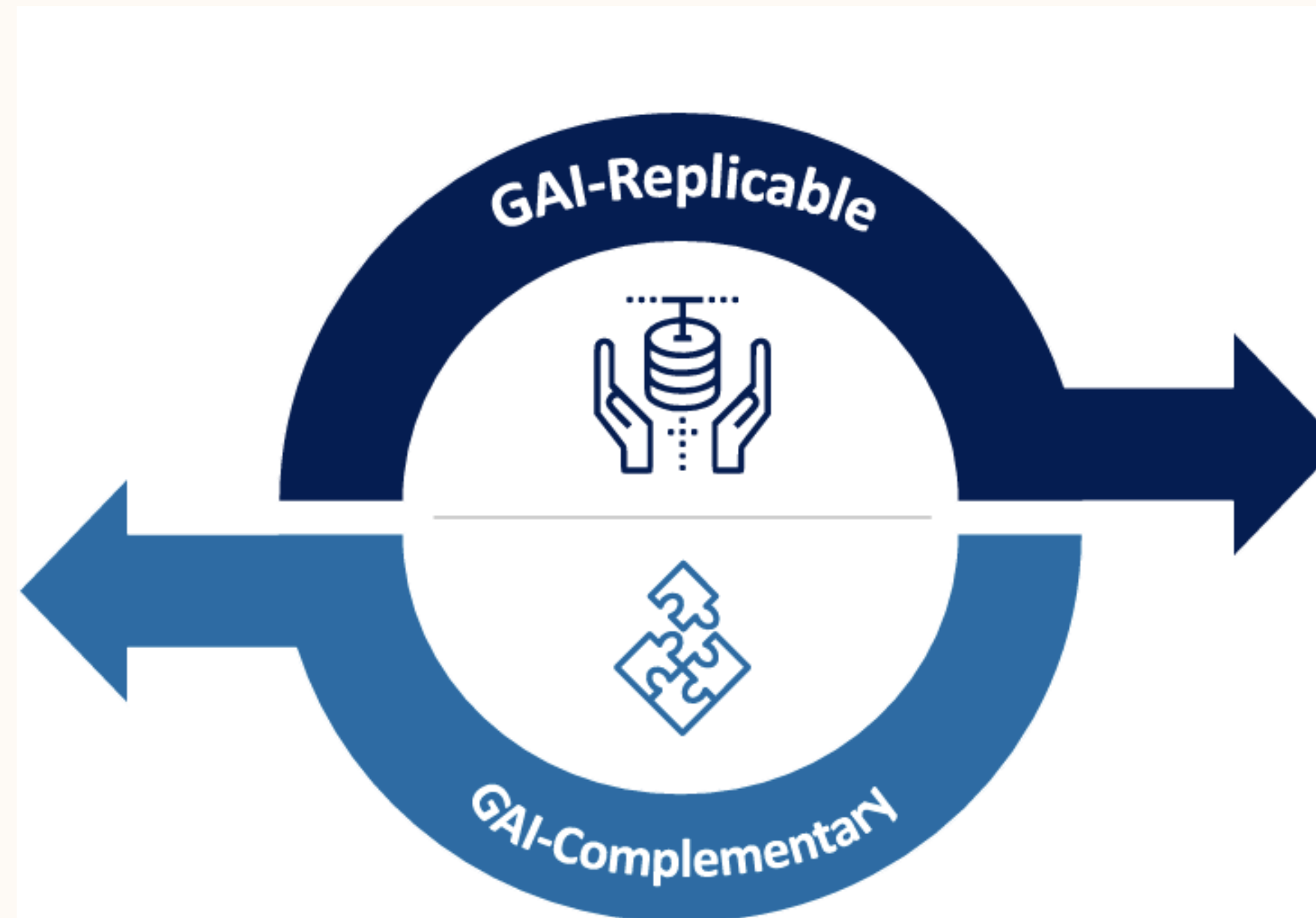Source: LinkedIn Economic Graph

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Most jobs require skills that can potentially be transformed by Generative AI (GAI), but not every job will be affected the same way

GAI-complementary skills are skills that inherently rely on human proficiency and can complement GAI technologies

Examples include:
- **Communication & Media skills** – oral presentations, influencing
- **Business & Industry skills** – entrepreneurship, maintenance and repair, military strategy
- **Engineering** skills – software innovation, product innovation
- **People skills** – leadership, teamwork, negotiation, problem-solving, people management, relationship building, creativity, emotional intelligence
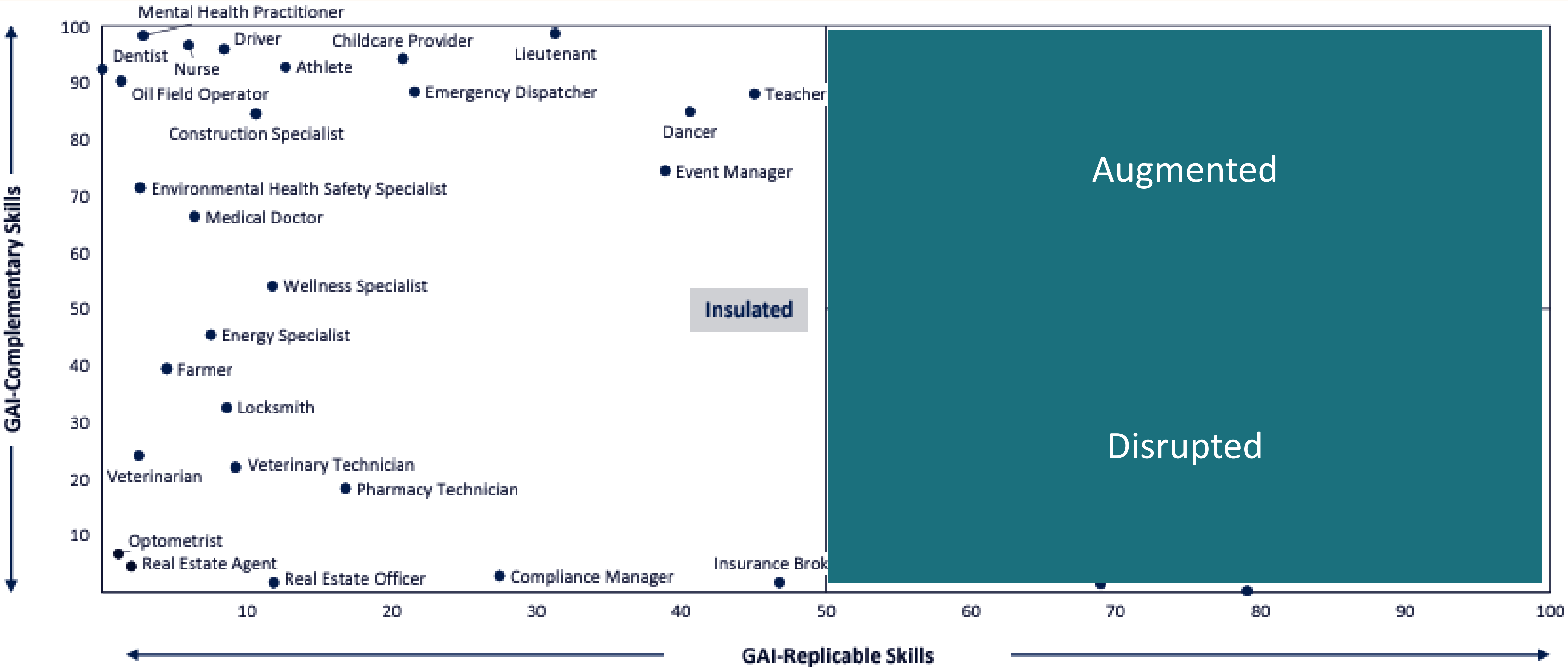

GAI-replicable skills are skills that can be effectively performed by GAI technologies, potentially replacing human labour in certain tasks.
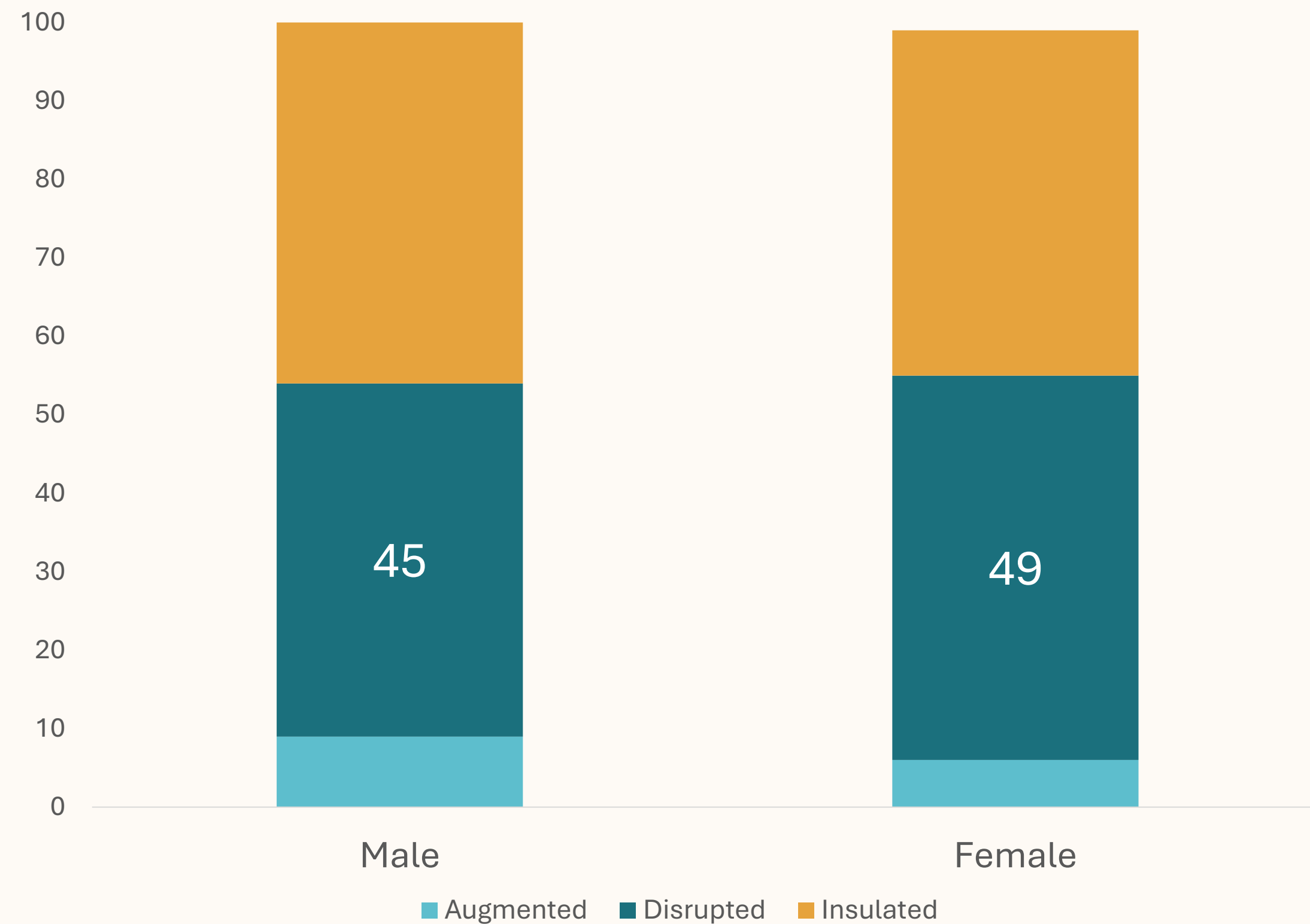
Examples include:
- **Communication & Media skills** – writing, editing, documentation, translation, video, photography, music, content creation
- **Business & Industry skills** – financial reporting, email marketing, data analysis
- **Engineering skills** – software development tools, programming languages, data science
- **People skills** – time management tools

Most jobs require skills that can potentially be transformed by GenAI, but not every job will be affected the same way

Scatter plot with axes "GAI-Complementary Skills" (y-axis, 0–100) and "GAI-Replicable Skills" (x-axis, 0–100). Quadrant labels: Augmented (upper right), Disrupted (lower right), Insulated (center). Data points labeled: Mental Health Practitioner, Dentist, Nurse, Driver, Childcare Provider, Lieutenant, Oil Field Operator, Athlete, Emergency Dispatcher, Teacher, Construction Specialist, Dancer, Event Manager, Environmental Health Safety Specialist, Medical Doctor, Wellness Specialist, Energy Specialist, Farmer, Locksmith, Veterinarian, Veterinary Technician, Pharmacy Technician, Optometrist, Real Estate Agent, Real Estate Officer, Compliance Manager, Insurance Broker.

Preparing the workforce for GAI impact will require a nuanced approach

Share of GAI exposure (%), Gender, 2023

Male: 45
Female: 49

■ Augmented ■ Disrupted ■ Insulated

Share of GAI exposure (%), Generation, 2023

1946-64 (Boomers): 45
1965-80 (Gen X): 50
1981-96 (Millenials): 51
1997-2012 (Gen Z): 54

■ Augmented ■ Disrupted ■ Insulated

Thank you