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The Impact of AI on Job Creation and Skills Demand in the Entrepreneurial Ecosystem: A Bibliometric Analysis

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Abstract

This study explores the impact of artificial intelligence (AI) on job creation, job displacement, and skills demand within the entrepreneurial ecosystem. Using bibliometric analysis, the research identifies key trends, influential authors, and knowledge gaps in current literature. Findings reveal AI's dual impact on the labor market, where automation displaces certain low-skilled roles while generating new high-skill positions, particularly in data science and machine learning. The demand for a balanced skill set—combining technical abilities with creativity and problem-solving—is increasingly essential in AI-driven entrepreneurial environments. Additionally, AI fosters collaborative innovation, enhancing adaptability and efficiency within businesses. The analysis highlights significant research gaps regarding the long-term implications of AI on job stability and skill evolution, suggesting the need for cohesive studies to guide workforce development and policy-making. This study emphasizes the importance of future research to understand the sustainable integration of AI in employment dynamics, supporting a resilient and adaptable workforce in an AI-centric economy.

Keywords: *Artificial Intelligence, Job Creation, Skills Demand, Entrepreneurial Ecosystem, Bibliometric.*

1. INTRODUCTION

Artificial intelligence (AI) has fundamentally transformed the entrepreneurial landscape, presenting new opportunities for innovation and economic growth while simultaneously reshaping the nature of job creation and skills demand. The dual impact of AI, characterized by job displacement and the emergence of new roles, has fueled debate among scholars and practitioners on how the entrepreneurial ecosystem can adapt to these changes (Chalmers & MacKenzie, 2021; Arenal et al., 2020). Understanding these dynamics is critical for guiding education, workforce development, and policy-making to harness AI's potential effectively (Johnson et al., 2021).

Research in recent years has revealed that while AI-driven automation may lead to job losses in certain sectors, it also catalyzes the creation of new opportunities and skill requirements in

entrepreneurial environments (Giuggioli & Pellegrini, 2023; Prüfer & Prüfer, 2020). The demand for advanced technical skills, such as data science and machine learning, as well as soft skills like adaptability and problem-solving, is on the rise as AI continues to integrate into business operations (Tecău et al., 2021). Additionally, the use of AI in entrepreneurial ecosystems promotes knowledge spillovers that foster collaborative innovation and market adaptability (Cetindamar & Lammers, 2020).

This research employs a bibliometric analysis to map the intellectual structure of the current literature, identifying key trends and gaps. The main research questions address how AI affects job creation and displacement within entrepreneurial ecosystems and what skills are most in demand in AI-centric startups (Burström et al., 2021).

The purpose of this paper is to explore and synthesize the existing body of literature on the impact of artificial intelligence (AI) on job creation, job displacement, and skills demand within the entrepreneurial ecosystem. By conducting a bibliometric analysis, the study aims to identify key trends, knowledge gaps, and emerging themes that contribute to a comprehensive understanding of how AI influences employment dynamics and the skills required in AI-driven entrepreneurial ventures.

2. LITERATURE REVIEW

2.1. AI in the Entrepreneurial Ecosystem

Review of studies examining AI's role in startups and entrepreneurial ventures: The role of AI in the entrepreneurial ecosystem has been transformative, enabling startups to develop innovative solutions, improve operational efficiencies, and scale rapidly. **Chalmers and MacKenzie (2021)** outlined how AI-driven entrepreneurship plays a pivotal role in the fourth industrial revolution, driving venture creation and reshaping business models. **Burström et al. (2021)** emphasized the use of AI in facilitating business model innovation and strategic transformations within industrial ecosystems. This integration of AI allows startups to harness predictive analytics, automate decision-making processes, and foster collaborative projects that streamline business operations **(Arenal et al., 2020; Giuggioli & Pellegrini, 2023)**.

Key sectors and industries where AI is driving job creation: AI's application spans multiple sectors, notably in technology, finance, healthcare, and logistics. In the technology sector, AI has led to job creation in fields like software engineering, data science, and AI programming, where expertise in machine learning models and algorithms is crucial **(Van Roy et al., 2020)**. The healthcare industry has also benefited, as AI enables innovations such as diagnostic tools and telemedicine, creating opportunities for roles that combine clinical knowledge with AI-based technology **(Johnson et al., 2021; Nambisan et al., 2019)**. These developments highlight AI's capability to drive significant growth and innovation in both new and established industries **(Zhao & Wibowo, 2021)**.

2.2. Job Creation and Job Displacement

The dual impact of AI—automation-induced job losses and the creation of new roles: AI's effect on the job market is dualistic, characterized by the displacement of low-skilled jobs and the creation of high-skilled roles. Acemoglu and Restrepo (2018) discussed how automation has led to job losses in sectors reliant on repetitive tasks, such as manufacturing and certain service industries. This trend has been substantiated by **Frank et al. (2019)**, who indicated that while AI replaces routine jobs, it concurrently generates new roles requiring advanced skills. This dual impact presents challenges for workforce development, necessitating policies that support skill retooling and upskilling **(Muro et al., 2019)**.

Case studies and examples from relevant industries: In manufacturing, AI-driven automation has significantly improved efficiency but has also reduced the need for manual labor, resulting in job displacement **(Bughin et al., 2018)**. Conversely, the IT sector has experienced job growth through the expansion of roles related to AI system development, including data engineering and machine learning operations **(Prüfer & Prüfer, 2020)**. The healthcare sector offers another example where AI applications, such as AI-assisted imaging and virtual health assistants, create jobs that require a mix of medical expertise and technological proficiency **(Makridakis, 2017; Huang & Rust, 2018)**.

2.3. Skills Demand in an AI-Driven Economy

Analysis of the skills required for entrepreneurs and employees in AI-centric startups: Entrepreneurs and employees in AI-driven startups must acquire a blend of technical and soft skills to stay competitive. Technical skills such as programming, machine learning, and data analysis are essential for developing AI applications **(Wilson & Daugherty, 2018)**. These technical abilities need to be complemented by soft skills, including creativity, problem-solving, and adaptability, which allow individuals to apply AI insights effectively within business strategies **(Brynjolfsson & McAfee, 2017; Chalmers & MacKenzie, 2021)**.

The role of technical skills (e.g., data science, AI programming) versus soft skills (e.g., creativity, problem-solving): Research highlights the increasing importance of balancing technical proficiency with soft skills in the AI economy. **Giuggioli and Pellegrini (2023)** stressed that while technical expertise in AI programming and data science forms the backbone of innovation, the creative application of these skills is what differentiates successful startups. Entrepreneurs must harness both sets of skills to foster an agile and innovative work environment **(Autor et al., 2020; Lund et al., 2019)**. The combination of these skills ensures that employees are not only capable of developing AI solutions but also adept at applying them effectively in entrepreneurial contexts **(Mann & Reinsel, 2021)**.

2.4. Gaps in Current Literature

Identification of gaps in research related to AI's long-term impact on employment and entrepreneurship: While substantial research has been conducted on AI's immediate impact on job creation and displacement, there remains a lack of studies focusing on its long-term effects. Current literature often emphasizes short-term gains and challenges without addressing the sustainability of job creation or the evolution of required skill sets over the long term **(Acemoglu & Restrepo, 2018; Nambisan et al., 2019)**. Understanding how AI-driven job markets will stabilize or evolve over the coming decades is a critical gap that future research must address **(Prüfer & Prüfer, 2020)**.

The need for bibliometric analysis to synthesize existing knowledge: A bibliometric approach can help consolidate fragmented research and identify overarching trends, influential authors, and underexplored areas in the field. This method would provide clarity on the evolution of AI's impact on entrepreneurship and workforce development, helping to direct future research efforts effectively **(Cetindamar & Lammers, 2020; Chalmers & MacKenzie, 2021)**. By mapping existing studies, scholars can identify key themes and areas that require deeper investigation, such as the long-term sustainability of AI-driven job markets **(Giuggioli & Pellegrini, 2023; Burström et al., 2021)**.

2.5. Research Questions

RQ 1: What role does AI play in shaping job creation and entrepreneurial growth across different industries?

RQ 2: What gaps exist in current research regarding the long-term impact of AI on employment and the entrepreneurial ecosystem?

2.6. Research Objectives

- To review and analyze the current literature on AI's role in job creation and entrepreneurial ventures.
- To conduct a bibliometric analysis to highlight gaps in existing research and suggest areas for future investigation regarding AI's long-term effects on employment and entrepreneurship.

3. METHODOLOGY

This study utilized data from articles published in journals indexed by Scopus, selected for its broad and comprehensive academic coverage. A search was conducted using specific keywords, including "artificial intelligence," "job creation," "skills demand," and "entrepreneurial ecosystem," to identify relevant research. Only journal articles indexed in Scopus and relevant to the study's theme were included. The articles were exported in .CSV format for further analysis.

For bibliometric analysis, VOSviewer was employed exclusively, chosen for its user-friendly interface and advanced visualization capabilities. Using VOSviewer, this study generated various bibliometric mappings, including network visualization, overlay visualization, and density visualization, to provide a comprehensive view of research trends. These visualizations helped to highlight connections and clusters within the research, mapping the landscape of studies examining the relationship between AI, job

creation, and evolving skills demand in the entrepreneurial ecosystem.

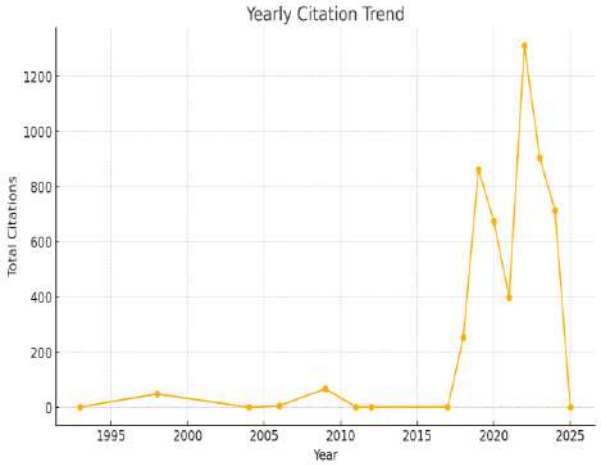
Bibliometric analysis with VOSviewer was particularly advantageous for three reasons.

First, it efficiently processes large volumes of publications, offering a structured and scalable approach to data analysis. Second, it enables detailed mapping of relationships among citations, keywords, and authors, which aids in understanding the main trends and influential works within the research area. Finally, VOSviewer's visualization tools provide clear graphical representations, allowing readers to identify key research clusters and emerging topics swiftly. VOSviewer was instrumental in handling the data set, providing intuitive visualizations that illustrate the depth and breadth of research on AI's impact on job creation and skills demand.topics swiftly.

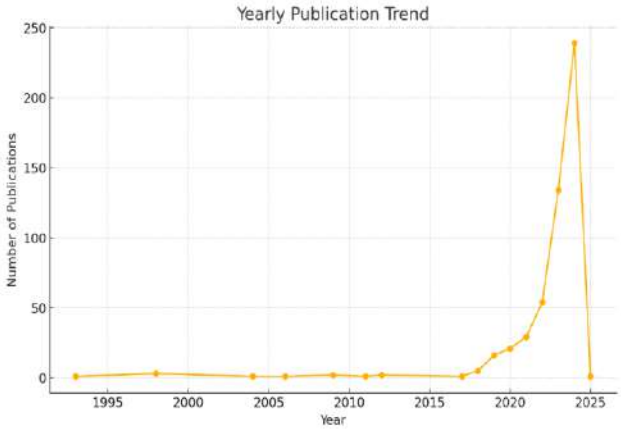
4. BACKGROUND ANALYSIS

The basic insights from the literature can be gathered through an initial data analysis. This section outlines how publications, citations, and research trends related to the impact of AI on job creation and skills demand within the entrepreneurial ecosystem have developed over time. The yearly citation trend reveals the progression of scholarly interest and citation growth in this field, as shown in Figure 1. The dataset includes publications spanning various years, reflecting an increasing recognition of AI's influence on the entrepreneurial landscape.

The cumulative citation count across these years underscores a rising acknowledgment of AI's role in shaping skills demand and job creation trends, indicating an intensifying scholarly focus on these topics. Such trends highlight AI's relevance in addressing both opportunities and challenges in employment dynamics, fostering a deeper understanding of AI's transformative potential within entrepreneurship.



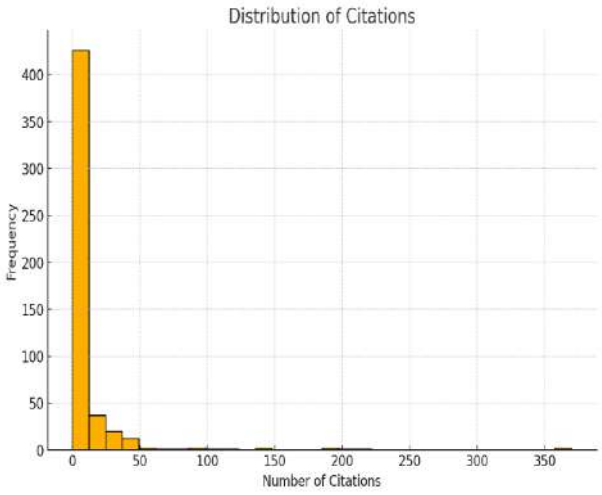
The yearly publication trend shows a notable increase in research related to AI's impact on job creation and skills demand in the entrepreneurial ecosystem over recent years. Publications began sporadically between 1993 and 2012, with limited activity. However, starting from 2018, there was a marked increase in publications, reflecting a growing scholarly interest. This trend accelerated significantly in 2019, with each subsequent year showing a steady rise in publication volume. The trend peaked in 2023 with 134 publications, followed by a substantial increase in 2024, which has already reached 239 publications. This upward trajectory suggests a burgeoning recognition of the relevance of AI within the entrepreneurial field, driven by the technology's rapid evolution and its transformative impact on skill demands and job dynamics. The trend may continue to rise as AI continues to permeate various industries and reshape employment landscapes.



The citation distribution provides the following key insights:

- Total records: 511 publications have citation data.
- Average citations: The mean number of citations is approximately 10.25.
- Distribution spread: The standard deviation is relatively high at 32.46, indicating substantial variation in citation counts across the dataset.
- Min and Max: The minimum number of citations is 0, while the maximum is 370.
- Percentiles:
  - 25% of publications have 0 citations, indicating that a significant portion of the papers have not been cited.
  - 50% of publications have 2 or fewer citations.
  - 75% of publications have 7 or fewer citations, with only a small fraction of papers exceeding this.

The histogram reflects that most papers have relatively few citations, with a few publications receiving high citation counts, showing a skewed distribution typical of citation data. This distribution suggests that while some publications have gained significant scholarly attention, the majority have received only modest recognition.



5. CITATION ANALYSIS

As reported by Scopus, a total of 508 authors have contributed to research publications focused on the impact of AI on job creation and skills demand within the entrepreneurial ecosystem. To identify the authors with the highest number of publications in this area, the analysis was conducted using VOSviewer. The top ten most influential authors, based on the number of publications, are displayed in Table 1 below:

Table 2: Top Ten Most Influential Authors Based on Number of Publications

S. No.	Author	Number of Publications
1	Niyato D.	10
2	Li Z.	10
3	Kang J.	9
4	Liu Y.	8
5	Wang J.	8
6	Du H.	8
7	Li Y.	8
8	Xiong Z.	6
9	Zhang P.	6
10	Shen X.	6

The authors "Niyato D." and "Li Z." top the list with 10 publications each, indicating their prominent role in contributing to research on the impact of AI on job creation and skills demand within the entrepreneurial ecosystem. Their high publication count suggests they may be regarded as leading voices in this area.

Authors such as "Kang J." with 9 publications and "Liu Y." and "Wang J." with 8 publications each follow closely. This level of contribution signifies substantial involvement in relevant studies, positioning them as influential authors shaping this research domain.

The number of publications by these authors reflects their active participation and recurring interest in exploring AI's effects on employment and skill evolution. Authors with more publications likely have produced foundational studies or frequently cited works, highlighting their influence on the academic discourse.

In summary, this table ranks the authors by their productivity and, by extension, their influence in the field, identifying key contributors whose research may provide significant insights and foundational knowledge.

6. COUNTRY AFFILIATIONS

The network map, as shown in Figure 1, generated using VOSviewer illustrates collaboration and co-authorship between different countries in research related to the impact of AI on job creation and skills demand within the entrepreneurial ecosystem.

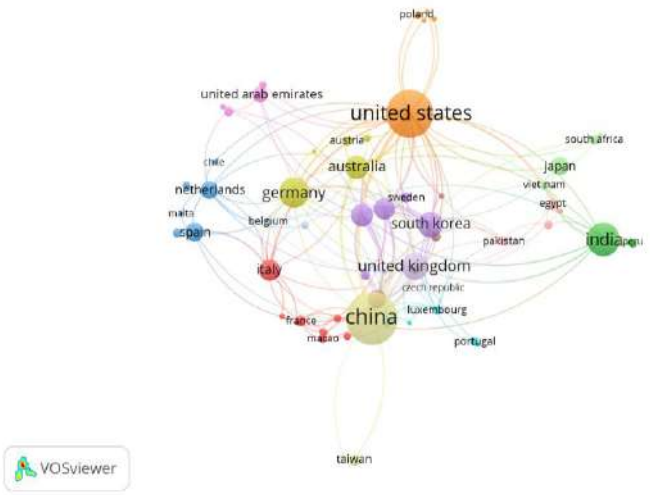


Fig-1: Network Visualisation of Countries

- Highly Connected Countries:
  - The United States, China, India, Germany, and United Kingdom appear as the most prominent nodes in the network. Their larger node sizes suggest that these countries have the highest volume of publications or collaborations in this research domain.
  - The strong interconnecting lines between these countries indicate significant collaborative research efforts.
- Clusters of Collaboration:
  - The network is organized into distinct clusters (represented by colors), each representing a group of countries that frequently collaborate with each other. For example:
  - One cluster shows strong connections between the United States, China, Germany, United Kingdom, and South Korea. These countries are likely central hubs in the field, collaborating extensively on research.
  - Another cluster with India includes countries like Japan and South Africa, indicating a different group of collaborative networks.
- Regional Collaborations:
  - European countries such as Germany, Italy, Netherlands, Spain, and France form a closely connected network, indicating frequent collaboration within Europe.
  - Asian countries such as China, India, Japan, and South Korea are also well-connected, showcasing a significant amount of research collaboration within Asia and with other major research hubs.
- Emerging Connections:
  - Smaller nodes, such as Poland, Portugal, Pakistan, and Egypt, are connected to the major hubs, indicating emerging research collaborations. These countries may be less central to the field but are increasingly participating in the global research network on AI's impact on the entrepreneurial ecosystem.
- Isolated and Peripheral Nodes:
  - Countries like Chile, Malta, Luxembourg, and Macao are on the periphery of the network, with fewer and weaker connections. This suggests that these countries have limited involvement in this specific research area or tend to collaborate with only a few central countries.
- Implications of the Network:
  - The map reveals the importance of international collaboration in understanding AI's role in job creation and skills demand. Countries like the United States and China not only lead in terms of publication volume but also serve as key connecting hubs, fostering knowledge exchange globally.
  - The close ties between clusters indicate shared interests and goals, with these countries likely working on overlapping themes and research projects within the entrepreneurial ecosystem.

This network map highlights the global, collaborative nature of research on AI and entrepreneurship, with specific countries acting as central hubs and others joining the network through emerging or regional collaborations. This visualization underscores the importance of cross-border partnerships in advancing understanding of AI's impact on jobs and skill development worldwide.

7. KEYWORD EVALUATION

The keywords network map as shown in Figure 2, illustrates the interconnected themes and

key research topics in the field of AI's impact on job creation and skills demand within the entrepreneurial ecosystem.

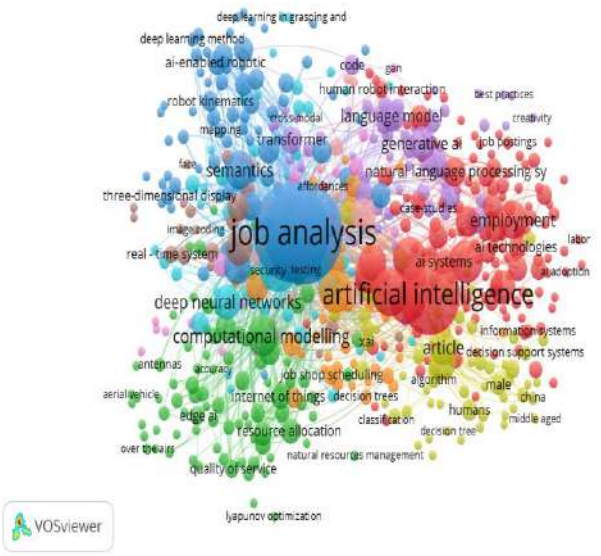


Fig-2: Co-occurrence Network of Keywords (Network Analysis)

- Core Themes:
  - Artificial Intelligence: Positioned centrally in the network, "artificial intelligence" appears as the largest node, indicating its primary role as the overarching theme. Its connections with various keywords highlight AI's influence across multiple domains, from job analysis to computational modeling and natural language processing.
  - Job Analysis: Another central and large node, "job analysis," signifies the importance of evaluating how AI impacts job structures, tasks, and skill requirements. This is closely linked with terms like "employment" and "job postings," showing a strong focus on the labor market implications of AI.
- Key Clusters:
  - Red Cluster (Employment and AI Systems): This cluster includes keywords such as "employment," "AI technologies," "AI systems," and "decision support systems." It reflects research on how AI technologies are reshaping employment trends, the nature of work, and decision-making processes. There's also a focus on "AI adoption," which highlights studies on the acceptance and integration of AI in various industries.
  - Blue Cluster (AI Robotics and Deep Learning): Terms such as "deep learning method," "robot kinematics," "human-robot interaction," and "AI-enabled robotics" make up this cluster. It represents research on AI-driven robotics and the integration of deep learning in automation, showcasing how AI impacts manufacturing, automation, and human-robot interactions in the workplace.
  - Green Cluster (Computational Modeling and IoT): This cluster is characterized by keywords like "computational modelling," "deep neural networks," "internet of things," and "resource allocation." This reflects research focused on AI's technical aspects and its use in optimizing resources, IoT applications, and developing computational models for job scheduling and quality control.
  - Yellow Cluster (Human and Decision-Making Aspects): Keywords such as "decision trees," "humans," and "decision support systems" highlight research on AI's role in human-centered decision-making. This area explores how AI can support or automate decision-making in employment, job analysis, and skill assessment.
- Emerging Topics:
  - Generative AI and Language Models: Keywords like "generative AI," "natural language processing," and "language model" suggest that generative models are gaining traction in research, particularly in relation to how AI can create content, analyze language data, and assist in automated job analysis.
- Niche Areas:
  - Three-Dimensional Displays and Real-Time Systems: Some keywords like "three-dimensional display" and "real-time system" appear on the periphery, indicating niche or specialized research areas. These may pertain to using AI for visualization in training or real-time AI

applications in industries requiring immediate responses.

- ❖ Quality Control and Resource Optimization: Terms like "quality of service," "job shop scheduling," and "resource allocation" reflect interests in how AI can improve efficiency and quality in job-related processes, particularly in manufacturing and logistics.

- ➢ Implications of the Network Map:
  - ❖ The keyword connections illustrate that research in AI and job creation is multi-faceted, addressing both technical advancements (e.g., deep learning, IoT) and their societal impacts (e.g., employment, human-robot interaction).
  - ❖ The interconnectedness of "job analysis" with various AI-related terms implies a strong focus on understanding how AI technologies transform work roles, skill demands, and labor dynamics.
  - ❖ The map also reveals a blend of mature topics, like AI systems and employment, with emerging fields such as generative AI and cross-modal applications, indicating a dynamic research area with evolving priorities.

In a nut shell, this keyword network map highlights that research on AI's impact on job creation and skills demand spans several domains, from technological innovations to their practical implications in employment and human resource management. The map provides a comprehensive view of the critical areas of focus, revealing a balance between advancing AI technology and understanding its societal effects.

8. KEY RESEARCH FINDINGS

The key findings from the study are:

- ➢ Dual Impact of AI on Jobs: AI integration leads to both job displacement in low-skill, repetitive roles and the creation of high-skill positions, particularly in fields such as data science, AI programming, and machine learning.
- ➢ Skill Demand Shift: The AI-driven entrepreneurial ecosystem increasingly requires a combination of technical skills (e.g., machine learning, data analysis) and soft skills (e.g., creativity, adaptability, problem-solving) for both entrepreneurs and employees.
- ➢ Sector-Specific Growth: Key sectors like technology, healthcare, and finance are seeing substantial job growth due to AI, with roles emerging that combine traditional knowledge with AI-related technical skills.
- ➢ Collaborative Innovation: AI promotes knowledge sharing and collaborative innovation within entrepreneurial ecosystems, enhancing market adaptability and business model transformation.
- ➢ Knowledge Gaps on Long-Term Impact: While there is considerable research on AI's immediate effects on employment, a gap remains in understanding the long-term impacts on job stability, skill evolution, and sustainable workforce integration.
- ➢ Fragmented Research Landscape: The bibliometric analysis revealed a fragmented research landscape, highlighting the need for cohesive studies that map AI's effects on job creation, skills demand, and the broader entrepreneurial ecosystem over time.

9. FUTURE RESEARCH DIRECTIONS

- ➢ Future studies should delve into the long-term effects of AI on job stability within the entrepreneurial ecosystem. Research could explore how AI-induced job creation and displacement trends evolve over time, providing insights into the sustainability of AI-driven roles and the adaptability of the workforce.
- ➢ As the demand for both technical and soft skills grows, future research could examine how educational institutions and professional training programs can adapt to cultivate these skills. Understanding the evolution of skill requirements will be crucial for preparing future generations for AI-centric roles.
- ➢ Further investigation is needed into how AI fosters collaborative innovation within entrepreneurial ecosystems. Research could examine how AI encourages knowledge-sharing, drives business model innovation, and promotes partnerships

within and across industries, enhancing adaptability and resilience.

- Future research could also explore policy frameworks that support sustainable integration of AI into the workforce. This includes policies for reskilling displaced workers, promoting job growth in emerging AI-driven fields, and ensuring ethical AI deployment that aligns with workforce welfare.
- Continued bibliometric analyses can help track the progression of research on AI and employment. By identifying new trends, emerging themes, and evolving research gaps, these studies would contribute to a more structured and comprehensive understanding of AI's impact on the entrepreneurial landscape, guiding future academic and policy efforts.

These directions underscore the importance of interdisciplinary research in navigating the complexities of AI's influence on employment, skills demand, and the broader entrepreneurial ecosystem, helping ensure that AI's transformative potential supports both economic growth and human-centered development.

10. CONCLUSION

This study underscores the profound impact of artificial intelligence on job creation and skills demand within the entrepreneurial ecosystem. As AI technologies continue to reshape industries, they bring both transformative opportunities and challenges for workforce dynamics. The findings reveal that while AI-driven automation may lead to job displacement in certain roles, it simultaneously generates new, high-skill positions that require advanced technical expertise and adaptability.

AI's influence extends beyond employment dynamics, promoting collaborative innovation and enhancing market adaptability within entrepreneurial environments. The demand for a unique combination of technical and soft skills highlights the evolving nature of the workforce, where creativity, problem-solving, and adaptability are essential alongside technical proficiency. The bibliometric analysis emphasizes the growing academic interest in understanding these shifts, highlighting the need for cohesive research to guide workforce development in an AI-driven economy.

Future research should continue to examine the long-term implications of AI on job stability and skill evolution, with a focus on sustainable workforce integration. By addressing these knowledge gaps, there is an opportunity to shape a resilient and adaptable workforce, ensuring that AI's transformative potential supports economic growth while fostering human-centered development in the entrepreneurial landscape.

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