

OJAs in the Next Decade

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Why This Topic Matters



AI is disrupting labour markets at unprecedented speed



OJAs are evolving together with AI ecosystems



Future labour-market intelligence will depend on new data infrastructures

The Meaning of OJAs is Changing



ONLINE → machine-readable, AI-mediated, interconnected



JOB → dynamic competencies and task ecosystems



ADVERTISEMENT → competency signals and automated matching

From Vacancies to Labour-Market Signals



Future systems may rely on continuously exchanged competency signals



AI systems will match, rank and forecast in real time



Natural-language interfaces will coexist with semantic infrastructures

AI-Mediated Labour Ecosystems



Personal AI assistants may represent workers



Continuous matching between competencies and opportunities



Dynamic recommendations for reskilling and employability

Why OJA Research Becomes More Important



OJAs may become early indicators of structural labour-market change



Near real-time intelligence on emerging competencies



Support for education, migration and economic policies

The Future Role of OJA Researchers



Less focus on scraping and extraction



More focus on governance, interpretation and foresight



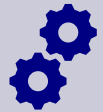
New roles: AI auditors, semantic analysts, labour-market intelligence specialists



Why Human Expertise Remains Essential



AI detects patterns — humans contextualize them



AI predicts — humans define policy priorities



Ethics, governance and institutional reasoning remain human-centred

Emerging Research & Policy Questions



The rise of 'dark labour markets'



Generative AI job descriptions and algorithmic bias



Skills-first labour architectures and micro-credentials



Need for transparency and interoperable infrastructures

Concluding Remarks

- The challenge is no longer only extracting information
- The real challenge is governing AI-mediated labour ecosystems
- Transparency, inclusiveness and public-interest governance will be essential



***The next decade of OJA research
is not a data science challenge; it
is a human sovereignty challenge***

Thank you very much

