

ABSTRACT

In today's modern world with the fast development of industrial robot and technological change, the process of digitalization and automation has gradually replaced a part of job and creating threat of Technological Unemployment. Using the information from previous study and literature on Technological Unemployment, the present study attempt to analyze the impact of technological innovation that either it will create job or lead to unemployment of low skill labor in scenario of Pakistan labor market. Consequently primary data is collected using questionnaire and conducting survey of IT professional, and other potential labor force who have knowledge and aware of technological unemployment. Purposive sampling technique is use to arrive at most relevant and consistent result. Further the collected information is carried out under descriptive and statistical analysis. The multinomial logistic regression approach is applied to survey data of 227 respondents. The study reveals that there are two groups in workforce, one is optimistic who support technological innovation is beneficial for economic growth and will create new job in world of digital economy. However these new technology related job further require learning soft skill and other skills of how to operate this technology. The other group is pessimistic regarding wide application of automated machines and self-service technology at workplace. Therefore in order to tackle this disruption in feature in Pakistan labor market, necessary support should be provided to those low skill worker who are at great risk of automation threat by providing them necessary skills and training.