



## AI is Stealing Our Jobs – Or Is It?

AI has been around since the 1950s, but it's Generative AI (Gen AI) that took the world by storm in 2022. It's not just transforming a few sectors like education, legal, and business analysis—it's rewriting the rules of the game. Will it make us obsolete, or could it be the ultimate tool to elevate our careers? Let's dive into how Gen AI is shaking up the business analysis sector and why businesses need to act fast to stay ahead.

### EDITOR:

**Dr Karen Dennis**



k.dennis@surrey.ac.uk



Today, generative AI is widespread and with its rise – which is compared somewhat with that of the Internet and smartphones ([Ooi et al., 2023](#)), we are all on high alert! Its influence across all aspects of human life has probably only just begun and there may still be much more to come.

In this week's issue [Dr Colin Fu](#) shares though provoking views and ask pertinent questions.

What's your stance in this debate?

# INDUSTRY WEEKLY DIGEST



## About Dr Colin Fu

**Dr Colin Fu**, a visiting academic with [Surrey Business School](#), is the creator of the Cognitive AI Framework, designed for the business analysis and education sectors. As an educator, he frequently speaks at

events such as the [Business Analysis Conference Europe](#) and the [QS Higher Ed Summit](#). His work emphasizes the vital importance of human critical thinking in shaping interactions between humans and GenAI.

## GEN AI IN BUSINESS ANALYSIS: ADAPT NOW OR GET LEFT IN THE DUST?!

By [Dr Colin Fu](#)

Generative AI (Gen AI) isn't just a buzzword anymore; it's reshaping the entire landscape of business analysis. If we're still relying on traditional methods, we might soon find ourselves left behind, watching competitors speed ahead. Gen AI isn't here to just streamline processes—it's revolutionizing how we collect, interpret, and act on data.

The potential? Absolutely game-changing. A lot of sectors ([BA Times](#)) report that tasks that used to take days—like data analysis and trend identification—are now completed in mere minutes, thanks to Gen AI. Imagine having a tool that can sift through vast amounts of data, spot patterns we might have missed, and present actionable insights on the spot. And with advances in Natural Language Processing (NLP), AI can even interpret unstructured data like customer feedback and social media posts with remarkable accuracy.

It sounds like a dream come true, right? But here's the catch: Gen AI is only as good as the data we feed it and the oversight we provide. [Business News Daily](#) reminds us that biases in data can lead to flawed outcomes. That's where we, as human analysts, come in. AI might be fast and powerful, but it still needs our expertise to guide it, validate its findings, and ensure decisions are grounded in

reality.

The takeaway? Gen AI isn't here to replace us—it's here to supercharge us. Those of us who embrace this technology will not only stay relevant but lead the charge in this new era of data-driven decision-making. Those who hesitate? We risk getting left in the dust.

As the recent concluded [Business Analysis Conference Europe 2024](#) echoed throughout its sessions, the future of business analysis is a partnership between human ingenuity and AI's capabilities. The question is: will we seize this opportunity or watch it pass us by?

### Further Reading:

Cooper, A. (2023) *How AI Is Rewriting the Rules of Data Analysis*. [IIBA - Institute of Business Analytics](#).



**SURREY  
BUSINESS  
SCHOOL**

UNIVERSITY OF SURREY

 @sbsatsurrey

 sbs@surrey.ac.uk

