

The new frontier

Exploring employee work-based learning that uses artificial intelligence (AI)

As the world develops, so do the skills and knowledge required for employees to grow within their workplaces. Even in the larger scale of the organization, the development of different technologies necessitates that learning is continuous. Continuous learning in today's context may look different than previous eras. With the development of elements like artificial intelligence (AI) there is more ease with how employees can tailor their learning to suit their specific growth needs. AI can access large data sets within a short span of time which can also improve the outcomes of any development plans made. This is true for both professional and even personal development. It should not be limited to the skills and knowledge related to careers but can be beneficial for interpersonal relationships and other areas of life that normal learning programs may overlook or not have the capacity to implement. In terms of work-based learning, the normal route employees take is to pursue higher education. While this may be relevant and the only option in certain situations, the educational landscape now has expanded. This offers more flexibility and can be offered to a wider audience, making professional development more accessible to employees. Overall, this is a beneficial aspect for organizations as they can operate with a better equipped workforce. Therefore, encouraging more employees to engage in these types of learning is a critical step in improving competitiveness within the market. [Negm \(2025\)](#) looked at the different factors that influence employees to pursue work-based learning with AI.

Stuck in the past

Some employees may assume that just working is a sufficient learning element within their organization. This assumption stems from the idea that the practical elements they are faced with on a daily basis can keep their skills and knowledge updated enough for the level their job requires. However, even without the disruptive changes that have occurred through technology advancements and other changes, this would still be incorrect. While working does help improve one's skills and knowledge, this offers a limited aspect for growth. There may be areas that the employee is not exposed to while working that can uncover a knowledge or skills gaps. Additionally, the business landscape is constantly changing; therefore, relying on the current state of things is not a wise option in the long run. Employees in these situations may find themselves falling behind when things do change and they are required to learn through other means. Learning does not need to follow a specific formula or routine, but employees can use the things at their disposal to make the most of what they have. The modern business landscape is catered for individuals that can think outside the box even when it comes to their own professional development.

More freedom

Continuous development is easier now more than ever with the help of digital learning. Not just within educational institutions, but there exists an array of platforms that individuals can

© Josephine Malenga.
Published by Emerald
Publishing Limited. This article
is published under the Creative
Commons Attribution (CC BY
4.0) licence. Anyone may
reproduce, distribute, translate
and create derivative works of
this article (for both commercial
and non-commercial
purposes), subject to full
attribution to the original
publication and authors. The
full terms of this licence may be
seen at <http://creativecommons.org/licenses/by/4.0/>

The physical and financial barriers are common hindrances for individuals that may want to pursue higher education.

access, many times at no cost, that can offer high quality learning. Even in higher education, digital technology has also reduced some of the barriers that may have stopped many from pursuing further education and learning. The physical and financial barriers are common hindrances for individuals that may want to pursue higher education. The investment required to do so can be high, and when the resulting benefit is not easily determined, then there can be little to no motivation to engage in this learning. Even when learning is directly tied to the profession or role, it is still a difficult option to undertake. There are many other factors that may not be work-related that can affect these decisions. The increased accessibility can also appeal to more individuals, like those with certain disabilities that were left out due to the learning modes used previously. Being able to easily transform learning content into different mediums is only possible due to these advancements.

While there may be personal preferences in regard to the use of AI within learning programs, the fact of the matter is that it does offer benefits when integrated into the learning system. The extent to which it is used can vary; however, it can streamline a number of processes that allow for a more efficient learning program. It can also improve the outcomes of learning as it can offer a more engaged study environment. There are several tools that can be incorporated to increase attentiveness and retention of knowledge and skills, as well as the application of those with simulated exercises. These are things that traditional learning environments find difficult to implement, especially in a timely manner. The world is changing, and with that even the way people learn needs to change. Adopting AI elements into education does not have to mean overhauling all existing programs and starting from scratch. It means finding the best way to mix the traditional with the digital. This best of both worlds scenario offers the most value to both individuals and organizations. AI is only one element within the education programs that contributes to the overall learning experiences. It merely enhances the experience but does not need to overshadow other equally important elements.

Comment

This review is based on “Developing enrollment intentions for work-based learning that uses artificial intelligence (AI): aspects for marketing interventions for higher education institutions” by Eiman Negm, published in *Higher Education, Skills and Work-based Learning*.

Keywords:
Artificial intelligence,
Higher education,
Work-based learning,
Continuous learning

Reference

Negm, E. (2025), “Developing enrollment intentions for work-based learning that uses artificial intelligence (AI): aspects for marketing interventions for higher education institutions”, *Higher Education, Skills and Work-Based Learning*, Vol. 15 No. 5, pp. 968-989, doi: [10.1108/HESWBL-10-2024-0315](https://doi.org/10.1108/HESWBL-10-2024-0315).

For instructions on how to order reprints of this article, please visit our website:
www.emeraldgroupublishing.com/licensing/reprints.htm
Or contact us for further details: permissions@emeraldinsight.com