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# THE FUTURE OF EMPLOYMENT: CLOUD-BASED COLLABORATION – TWO SIDES OF PERFORMING WORK TASKS IN THE DIGITAL ERA**

*It can not be denied that digitalisation and artificial intelligence are transforming the traditional workplace and task performance. We live in a digital era, and managing technical achievements with decent work is challenging for all modern societies. This transformation of employment brought us some advantages while performing work tasks. Some authors argue that this transformation of work contributes to more efficient workers, because they feel free to work from home, or any other place they decide to be. On the other hand, there are low chances for workers to disconnect and maintain their personal lives. It is challenging to maintain a balance between personal and professional life because of the lack of legal instruments that protect the private life of an employee. Some authors stressed that this kind of work reveals the need for employers to use the potential of technology to create structured work rather than chaos, which can be achieved with HR management. The real problem that employers must face is the complexity of managing a cloud-enabled workforce, as well as creating consistent communication among team members across different time zones.*

*This paper will discuss whether cloud-based collaboration is the future of work performance and the advantages and disadvantages of this instrument.*

***Keywords:*** digital work, cloud computing, mental health, remote work, digitalisation.

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## 1. INTRODUCTION

The functioning of labour law has changed over the past several years. We can agree with Neshovska Kjoseva that labour was 'on the move' with the need for lifelong learning skills, labour patterns, and employee migration (Neshovska Kjoseva, 2023, p. 343). The last one is crucial, taking into account that technology has given the opportunity for employees to work in different places than the employers' premises. Due to the pandemic, remote work and the gig economy have seen a significant increase in labour law practice. The traditional concept of labour has been deeply challenged by the need for change. Those changes are numerous, followed by a higher level of legal protection for some categories of employees, like freelancers (Reljanović & Misailović, 2021, pp. 407-432). The new rules of labour are changing the traditional performance of work, but also promoting more attention to mental health (Rajić Ćalić, 2023, pp. 303-319), workplace safety, as well as the need for work-life balance (Nkechi *et al*., 2024, p. 540). There should not be neglected huge impact of artificial intelligence on the workplace. The transformation of employees and the way of performing work tasks started with technological changes. The core concept of labour has been changed through employment contracts, which are no longer the symbol of stability. The employment contract for a non-definite period has been changed by part-time, temporary, and gig economy (Nkechi *et al*., 2024, p. 541)[1] jobs that are challenging the stability of employment (Nkechi *et al*., 2024, p. 541). This stability is more shaken by the existence of zero-hour contracts, in which there is no number of hours prescribed in advance (Nkechi *et al*., 2024, p. 542). In that new labour law atmosphere for work, there is much more need for legal attention when it comes to the supervision of work of nowadays employees, productivity, and also employees' privacy.

The need for more flexibility in labour law brought us to insecurity and income instability, making little space for balancing between flexibility and worker protection. On the other hand, there is a strong connection between digital platforms and collaboration, communication, and data storage (Nkechi *et al*., 2024, p. 543). Using technology in the workplace is inevitable. One can not neglect the advantages of using technology, which can be seen in efficiency, innovation, and collaboration. But, on the other hand, there are privacy concerns. In order to use the advantages, modern societies must be aware of the disadvantages and make an effort to create a balance with adequate provisions (Nkechi *et al*., 2024, p. 544). We agree with those authors who argue that fully remote work must be accompanied by 'strictly labour observation', to provide 'gigification and platformisation' of the labour market (Rainone, 2023, p. 165).

## 2. TRANSFORMATION OF LABOUR LAW BY TECHNOLOGY

We are witnessing the impact of technology and artificial intelligence on all spheres of society. As technology is developing, so is artificial intelligence, as its core (Živković, 2024, p. 317). We should bear in mind that artificial intelligence is made of information and parameters entered by humans (Andonović, 2020, p. 112). Kovačević states that artificial

[1] The gig economy is characterized by short-term and freelance work, facilitated by digital platforms.

intelligence is at the heart of digitalisation. It strongly shapes the workplace, the essence of working tasks, as well as the communication between employees (Kovačević, 2024, p. 124). George argues the workplace is 'going under metamorphosis', from 'rigid norms from the industrial era' to 'flexible and democratised of the digital age' (Shai, 2024, p. 92). Digitalisation has made the need for workers to adapt to new ways of doing tasks by learning new skills and knowledge, and storing new human capital. Digital technology is transforming the workplace by altering job requirements, creating new jobs and new knowledge, and supporting remote work and collaboration (Padmanabhan, 2023, p. 16). Future, this situation will lead to new jobs, such as data scientists, digital marketing specialists, and cybersecurity analysts (Padmanabhan, 2023, p. 11). This can be seen as a good side of digital technology, which is opening new chances for employment. Working with new technology is faster, cheaper, and operationalization of time for employees, without the need for physical infrastructure (Padmanabhan, 2023, p. 14). On the other hand, there is always a possibility that automation displaces a human worker with a need for training and facilities. We can read statements that automatisation processes and artificial intelligence will 'steal jobs from people' (Božičić, 2023, p. 92). Is that so? Professor Kovačević points out that the impact of artificial intelligence on the labour market depends on human work, as well as on artificial intelligence, and the possibility to be changing one with the other (Kovačević, 2024, p. 89). Most manual work might be replaced by automation, putting those workers in a situation of losing their jobs. These workers are usually those with no education. But, for others, artificial intelligence will mean the need for employees for lifelong learning. In that case, it is not likely that artificial intelligence can replace human work, but it can be one of the additions to the work (Gmyrek, Berg & Bescond, 2023, p. 44). In order to perform jobs that include technology, employees are exposed to constant learning and education, so the real challenge will be to provide training to all those who are willing to learn.

Nonetheless, we should bear in mind the reflection of the COVID-19 pandemic on labour law, starting in 2020. Isolation of humans, taking caution, prohibition of getting ended with remote work and settling down with digital technology and digital workforce (Padmanabhan, 2023, p. 10). The necessity of digital tools such as collaboration and communication grew from month to month, with the need for continuity of effectiveness at work. One author highlighted the importance of automation to achieve business continuity (Padmanabhan, 2023, p. 10), which was one of the main challenges in COVID times. Digital transformation was seen as an adequate response to the crisis caused by the pandemic (Padmanabhan, 2023, p. 10). We can agree that digitalisation and remote work were the only solutions for many people in order not to lose their jobs and maintain financial survival. Now, in the post-pandemic era, a hybrid model of work that includes a combination of remote work and work at an employer's premises is the most wanted (Vandaele & Piasna, 2023, p. 103).

## 3. THE LEGAL FRAMEWORK OF DIGITAL TECHNOLOGY IN LABOUR LAW IN THE EUROPEAN UNION

The legal framework that defines the use of technology in labour law comes with a variety, but there are two documents that have drawn our attention. One of them is the Artificial Intelligence Act brought by the European Parliament in 2024.[2] This act prescribes the system that uses artificial intelligence, as well as the risks of using this kind of system. The main challenge is the process where the use of artificial intelligence requires an additional level of protection. Kovačević states that this Act didn't take into account all the specificities in the labour law, including platform work (Kovačević, 2024, p. 108). This one is crucial, taking into account problems caused by platforms in recurring processes, data of employees involved, and the lack of transparency with the functioning of the algorithm, decision-making, and supervisory (Božičić, 2023, pp. 91-108). Artificial intelligence is forbidden as a tool to show the emotions of employees. It is prescribed the obligation to inform the representative of employees of the use of new technology in the workplace. These two provisions we consider the most important, taking into account that the States in the European Union are allowed to enact this law or to enact another act with legislation with higher demands. We stand that the crucial thing is the prescription that artificial intelligence systems can be used in the workplace only if there are no risks of jeopardising the protested interest of the European Union, which suggests constant supervision and testing of systems before use (Kovačević, 2024, p. 109).

Although there is no legal provision on cloud-based collaboration yet, we stand that it is important to mention the European Social Partners' Framework Agreement on Digitalisation (Business Europe, SGI Europe, SMEunited, & the ETUC, 2020). When talking about digital technology and artificial intelligence at work in general. It is called the *sui generis* act (Kovačević, 2024, p. 114), signed between European social partners to regulate the use of artificial intelligence in the workplace. It is expected for social partners at the national level to make the conditions for the use of artificial intelligence in control of people taking in mind that these conditions must be 'legal, transparent, secure, safe, legitimate, non-discriminatory, to support ethical standards, sustainable without the place for causing damage (European Social Partner's Framework Agreement on Digitalisation, point 3). Using artificial intelligence is seen not only as a tool for the productivity of employers but also for the efficiency of employees, to make work performance easier, especially when it comes to harmful working conditions. We can conclude that the main request of European social partners when it comes to using artificial intelligence is to provide transparency and awareness of the risks of misuse and control of this kind of system.

[2] Regulation (EU) 2024/1689 of the European Parliament and of the Council of 13 June 2024 laying down harmonized rules on artificial intelligence and amending Regulations (EC) No 300/2008, (EU) No 167/2013, (EU) No 168/2013, (EU) 2018/858, (EU) 2018/1139 and (EU) 2019/2144 and Directives 2014/90/EU, (EU) 2016/797 and (EU) 2020/1828 - Artificial Intelligence Act.

## 4. THE MEANING OF CLOUD-BASED COLLABORATION

After the COVID-19 pandemic, we welcomed the remote work era. In order to obtain the same efficiency of work tasks and productivity, there are some suggestions for technological solutions. Cloud-based collaboration tools are one of them, taking into account the importance of communication in remote work (Fearn, 2024). We may find that 'cloud services are a necessity in the age of remote work', because 'working outside of the office has become the new norm' (Box blogs, 2022).

Some authors define cloud computing in general, naming it as 'emerging technology, a tool for „enabling multiple devices to process data' and 'use of the massive computing power to complete tasks with complexity, saving time and costs' (Hu & Yang, 2023, p. 133). Anwar *et al*. state that a computing-based collaboration system is made to 'enhance real-time communication, data management, and collaboration among users' (Anwar *et al.*, 2024, p. 562). Generally speaking, working in the cloud relates work with storing data in servers that are off-site to use them at any time needed (Anwar *et al.*, 2024, p. 562). It is also stated that cloud-based collaboration is a tool for efficiency and productivity. Beyond others, cloud computing stands out for its infrastructure cost efficiency, flexible access, and adjustable storage capacity (Anwar *et al*., 2024, p. 562). Some authors call this evolution of technology 'the advent of cloud computing', which may help all sizes of companies to function remotely, meet the needs of collaboration between businesses, and for IT employees to be outsourced (Banks, Erickson & Rhodes, 2009, p. 1). One thing is sure, cloud-based collaboration is the response to digital era challenges, work-related, ensuring geographic cross-access and communication between employees and institutions without physical limitation. Cloud computing is a helpful tool for remote work or hybrid workplaces, giving support to working tasks as an internet-based service (Box blogs, 2022). The most important thing is that the employer is not obliged to install any additional hardware or to invest in infrastructure. The only thing that matters is the internet connection for employees.

National Institute of Standards and Technology defines cloud computing as a 'service delivery model that is on demand, with broad network access, rapid elasticity and measured user services' (Anwar *et al.*, 2024, p. 563).'

There are many examples of how cloud computing is used, accompanied by AI. Amazon and Delta Airlines use new technology to switch humans with machines and algorithms for customer interactions, as well as Tesla and Toyota, where robots are used to replace humans in manual workplaces such as welding and painting ( Selesi-Aina *et al.* 2024, p. 63). Customer service is on the lookout for a replacement because of the development of chatbots that are in place to enhance customer service, especially in healthcare ( Selesi-Aina *et al*., 2024, p. 65). As for cloud-based collaboration, namely, Google and Microsoft serve themselves with this kind of work to support virtual teams, developing projects, and simple communications between employees who don't share the same local workplace (Mei, 2024, p. 2; Selesi-Aina *et al*., 2024, p. 63). Some authors in Nigeria point out the importance of cloud accounting related to economic growth, showing reports of reduced rates of unemployment by increasing rates for IT professionals (Olaoye, 2024, p. 17). Cloud computing 'allows remote access to financial data, enabling employees to work

from anywhere, fostering collaboration and potentially attracting foreign investments' (Olaoye, 2024, p. 17). Cloud computing is used in China's education, and it is said to be the element for the improvement of the quality of teaching and learning through 'cloud computing-assisted teaching'. Called an effective transmission, cloud computing-assisted teaching provides personalised teaching power through cloud computing and storage functions, remote learning, and allows students to access courses on computing platforms anytime and anywhere ( Selesi-Aina *et al*., 2024, p. 63). Cloud-based applications are also used in manufacturing design and industrial projects, enabling real-time interaction meetings between design engineers worldwide (Mourtzis *et al*., 2020, p. 551).

### *4.1. The adaptation of employees to new technology at work*

There is no doubt that technology has changed the labour law. It is questionable how the employees accept new ways of work performance. It is said that the main challenge in accepting new technology is the fact that employees are unable to perform work in the traditional way of working (Padmanabhan, 2023, p. 15). We should highlight the way how cloud-based technology affects employees and what strategies should be used by employers to use new technology most efficiently.

The fact is that digital technology consumes digital skills and expertise, so employers are in search of employees with knowledge of data analysis, cybersecurity, AI, and machine learning (Padmanabhan, 2023, p. 16). Some researchers have pointed out that there is resistance from employees when it comes to the use of cloud-based technology (Pokharel, 2024, p. 3). That is no wonder, taking into account that employees are facing new, unexpected changes. Stress and anxiety are related to adapting to new technology, focusing on the direction of these changes (Pokharel, 2024, p. 21). Employees don't adapt easily to new technologies. In the beginning, it should be noted how important the fact is that all employees are familiar with cloud-based technology that is used for work performance, including all the changes that are made with this new way of doing work tasks. Having all workers involved means that many of them will be able to give advice or explain how some challenges can be overcome (Pokharel, 2024, pp. 3-4).[3] Second, in theory, it has been some factors in the readiness of employees to adopt new technologies (Pokharel, 2024, p. 5):

- Employees must be sure that new technologies can help them perform work tasks more easily, or that the new ways will improve their work performance.
- Training and education programs are crucial for accepting new technology, as well.
- Active communication between employees. That affirms the above-mentioned that all employees must be involved in the transition to modern technology.
- The involvement of employees in the decision-making may also be one of the factors that can prevail in adapting to cloud-based technology.

[3] There is Lewin's change management model, which includes three phases of acceptance of changes and the process of adopting new ways of performing work tasks: unfreezing, changing, and refreezing.

## 5. THE ADVANTAGES AND DISADVANTAGES OF CLOUD-BASED COLLABORATION

It is highlighted in some papers that cloud-based technology is 'promising' (Pokharel, 2024, p. 5). This is especially related to the possibility of access to all data that is shared with cloud services by the employees who have active accounts and are connected (Pokharel, 2024, p. 5). Privacy concerns are pointed out as a major challenge of cloud-based collaboration because this system often requires large amounts of personal data ( Selesi-Aina *et al*., 2024, pp. 4). This is especially referred to as picking, packing, and shipping in the supply chain. The authors point out how important personal data is and the potential risk that can be incurred if this information is not managed well.

We should also keep in mind that new technology, accompanied by artificial intelligence, may replace some workplaces of humans, changing the traditional performance of work, especially when it comes to manual labour (Selesi-Aina *et al.,* 2024, p. 64). This is potentially challenging for those workers who are low-skilled and have no access to new technology or the knowledge needed to use it (Selesi-Aina *et al*., 2024, p. 67). That is one of the challenges that humanity is faced with, the replacement of some workplaces, which can lead to an increase in unemployment and more unemployment. Furthermore, this situation brings new challenges with the vulnerability of some employees to face termination of their working contract, making financial inequality more visible (Selesi-Aina *et al*., 2024, p. 66).

On the other hand, AI, robotics, and cloud computing are said to be ways of enhancing productivity at work, reducing costs of work, as well as improving work safety (Selesi-Aina *et al*., 2024, p. 67). This way of performing work tasks ensures remote work, making it possible for employees to collaborate. Future, new technology is said to be flexible with the power of inclusive work that can be used in work-life balance policy, making it possible for an employee to balance their private and professional duties (Selesi-Aina *et al*., 2024, p. 64). It is also noted that cloud-based collaboration can unite the work of all employees, making at the same time, resilient. We can agree that cloud-based collaboration, along with AI, is transforming the workplace, increasing the need for employees to adjust to new knowledge and skills. In that way, employees might use these tools by doing repetitive tasks, focusing on activities that can not be replaced by AI (Selesi-Aina *et al*., 2024, p. 66). Some authors state that the most significant advantage of cloud computing is seen in reducing costs (Selesi-Aina *et al*., 2024, p. 67). This is especially meant for those employers that conduct manual labour, such as agriculture, where robots can efficiently replace the human workforce (Selesi-Aina *et al*., 2024, p. 67). In that way, employers may rely on robots and other instruments of AI and cloud computing in order to cut labour costs. As for the safety of the workplace that is more likely to be achieved using new technology, it has been pointed out the work of robots in hazardous work environments and because of difficult conditions of work such as high or low temperature, toxic substances, and similar (Selesi-Aina *et al.,* 2024, pp. 65). Talking about safety, the authors stressed predictive systems that can prevent accidents and failures, exemplifying a proactive approach (Selesi-Aina *et al*., 2024, p. 65). George reveals one more advantage of cloud computing, unlocking 'collective potential',

which is seen in better communication between employees, through the possibility of co-editing shared documents (Shai, 2024, p. 102).

We can agree with those authors that the potential of cloud-based collaboration should be used as a way to improve the performance of work, as well as 'social welfare and human well-being' (Selesi-Aina *et al*., 2024, pp. 64). That leads us to another conclusion: new technology should not be seen as a replacement for human labour, but rather as the integration of companies and employees, making inclusive work possible.

## 6. CONCLUDING REMARKS

Using digital technology is today's reality. Using it becomes a must. We agree with those authors who suggest that both employees and employers must adapt to new technology through lifelong learning, embracing digital skills and knowledge to stay competitive (Padmanabhan, 2023, p. 17). That affects the need for an almost total reorganisation of work tasks. The labour law is truly taking the metamorphosis process from the industrial to the digital era, with constant changes that require innovation. The follower of this innovation is getting new knowledge and skills. An inevitable consequence is going to be to differences between employees who can adapt to new technologies at work and those for whom this change will be too hard (Kovačević, 2024, p. 124).

Cloud-based collaboration, as a pivotal technological development, brings a lot of advantages, such as enhanced productivity and lower costs for employers. We state that disadvantages must be controlled by taking measures at the state level, following the risks of use, and reconsidering the measures from time to time. Primarily, we find investment in education and training crucial for employees to accept new technology at work. Constant education of employees benefits to employer too, as they stay up to date with the tools of digital technology. Further on, we agree with those authors who suggest an ethical framework to use digital technology responsibly, lowering the possibility of unfair treatment (Selesi-Aina *et al.,* 2024, p. 64). As for the fear of replacing human work with artificial intelligence, it is at the heart of digital technology, we stand that it is more likely that using artificial intelligence will be an addition to the work of humans, a tool that can make their job easier, for humans to focus on more important things that can not be replaced. The impact of artificial intelligence on manual work remains an open question, with a high possibility that manual workers will be replaced by artificial intelligence.

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