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SRABAN 20, 1424 BS

e-mail: nextstep@thedaily.net

NEXT STEP

5 JOBS THAT MIGHT DIE OUT BY 2025



ILLUSTRATION: EHSANUR RAZA RONNY

Go to any non-South Asian country. Tell them that you manage a company's Facebook/LinkedIn/Twitter account for a living, and you'll receive blank looks. "Oh you must be an intern then?" they might ask, oblivious to the fact that back here, you need to be a specialist with 12-36 months of experience to handle social media posts and promotions for a decent company.

Bangladesh and other South Asian countries have always been relatively slow to adapt to new technology when compared to our Western counterparts. Yet, we are catching up and come 2025, a lot of existing jobs are likely to be in jeopardy of losing their market demands. Here's a brief list:

1. Financial analyst

This might come across as a surprise to many because good analysts hold a crucial role in any financial institution and can potentially save or generate millions of dollars for a company. Yet, human analysts stand no chance against artificially intelligent financial analysis software that can predict market trends using historical data with up to 85 percent accuracy (as stated by MIT).

As the technology gets more and more affordable, analyst jobs could become fewer in number in the coming years, particularly at a phase where many local private banks in Bangladesh are showing massive interest towards artificial intelligence (AI) and advanced technology in general. "International firms are already adopting this system

into their everyday work and in order to keep up with global standards, our top management is also thinking of investing heavily in automation", says Nusrat Hussain, who works for a renowned private bank in Dhaka.

2. Telemarketer

This form of direct marketing is still used today because of its low cost and immediate feedback system from customers. Yet, with hundreds of companies pursuing this strategy, telemarketing, whether in the form of direct calls or emails, is slowly losing its reputation. Most customers now consider this annoying and some even generate a negative perception towards the company, suggesting a bleak future for telemarketing experts.

"Telemarketing is no longer part of our marketing strategy because the incremental value in terms of customer lead generation is very minimal. The situation was much better even two years back", said Abidur Rahman, who owns a service providing company operating in Dhaka.

3. Insurance broker

Formulas that determine the quantity and

rate of insurance assigned for each individual are quite complex and require a high level of personal judgment. Yet, big data combined with simple machine learning is making this process extremely easy. The insurance industry in general is expected to go through high levels of automation in the coming days and brokers might find themselves struggling to hold on to their jobs.

4. Social media manager

In the context of Bangladesh, targeting the right audience can be a big challenge for any online business. At the same time, knowledge about promotion techniques and proper communication methods is still limited to only a handful of individuals. However, this is not rocket science and takes little time to learn and perfect. With free online courses and workshops taking place in universities all across Bangladesh, more people will have the necessary skills and the demand for dedicated social media experts will fall exponentially.

5. Bank teller

CNBC states that 60 percent of the existing banking jobs will either cease to exist or be

completely redefined in the next decade. As banks go digital and the urban crowd continue to seek greater convenience, the introduction of AI could easily eliminate the clerical tasks associated with the banking sector. AI won't just be able to conduct cash transactions, it will be able to open accounts, and process loans at a fraction of the cost and time it takes for human employees. This might seem farfetched for the time being in rural or semi-urban regions of Bangladesh, but bank tellers in major cities like Dhaka might find it difficult to justify their roles come 2025.

While the designations mentioned above might no longer exist in the near future, the jobs themselves might still be relevant. Adapting to rapidly changing technology is a must-have skill in today's workplace and it is high time we prepare ourselves. Robots are coming, and they are coming fast!

SYED SAMEEM SHAHRIYAR

Sameem is a junior at the Institute of Business Administration, University of Dhaka.

The Bossman

BY E. RAZA RONNY

I BELIEVE AN OPEN DOOR POLICY IMPROVES MORALE AND OUTPUT. MY EMPLOYEES NEED TO KNOW THEY CAN ALWAYS COME IN AND TALK TO ME



MY NEW DOOR IS DEFINITELY GOING TO BOOST OUTPUT HERE. MOTIVATIONAL EVEN.



Second treble for aamra companies

aamra has received awards in three different categories at Asia's Best Employer Brand Awards 2017 held at Le Meridien Sentosa, Singapore. Employer Brand Association (EBA), World HRD Congress, Malaysia Institute of Human Resource Management (MIHRM) and CHRO jointly organised the event.

EBA and CHRO recognised aamra companies as one of the Top 50 Best Employer Brand of Asia for 2017. aamra has been with the award for the sixth time in a row since 2014.

In addition, World HRD Congress and MIHRM awarded aamra the Excellence in Training & Development recognition for Best Results-Based Training, rendered through its unique Believe in Bangladesh initiative.

Group Chief People Officer (GCPO) of aamra companies,



Ajeyo Rohitashwo ~ Al Quazi, was bestowed with the Top 50 Asian HR Thought Leaders award by CHRO Asia and World HRD Congress. The award recognises exemplary HR leaders for their commitment to excellence, developing best practices, and innova-

tive strategies for engaging Generation Z.

These awards underline aamra's position as a commendable corporate citizen that has established a distinct identity through its best practices, policies, and strategies.

Innovation Summit Chittagong held



In our port city of Chittagong, there aren't many opportunities to learn about recent tech trends. Organised by CheesecakeTech, Innovation Summit Chittagong was a rare opportunity for the youth to learn about recent tech trends. Held on July 28, the summit had stimulating sessions on the Internet of Things (IoT), robotics, game development, app development, UI/UX, and the journey of entrepreneurship.

Chief guest Waseqa Ayesha Khan, Honourable Member of the Parliament, launched the opening ceremony. Keynote speakers included Achia Nila, Founder of Women in Digital; Mir Shahrulh Islam, entrepreneur and innovator in the field of IoT; Rini Ehsan Khushboo, CTO at Planter Ltd.; Onindo Ahmed, Communication Designer at Boomerang Digital; and Farhan Asef, a young architect and human-centred

designer.

Achia Nila discussed development, design and deployment in the field of mobile applications and games. An exciting ideation contest was held in this session where the top three teams were rewarded with cash prizes from Cheesecake Tech.

Mir Shahrulh Islam enlightened the audience on IoT and the current state of the digital service industry, while Rini Ehsan Khushboo discussed robotics, and starting up a business and sustaining it.

Youngster Onindo Ahmed held a unique session where he divided the participants into different teams, each with an artist, a storyteller, and a problem solver, so as to explain how to start a design.

The last session of the day was taken by Farhan Asef who discussed how to build up an idea an idea and introduced the theory of design thinking to the audience.

Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

6 JOBS that didn't exist 10 YEARS AGO



APP DEVELOPER

Nearly half the world's adults have smartphones, and this has generated a huge appetite for apps. In March 2017, Google Play and the App Store had 3 million and 2.2 million apps respectively. As a result, there's a booming market for app developers.



DRIVERLESS CAR ENGINEER

While driverless cars look set to wipe out the roles of taxi drivers and couriers, they won't be able to mend themselves, so engineers, mechanics and software developers who work on vehicles will be increasingly in demand.



YOUTUBE CONTENT CREATOR

Thanks to YouTube and other video-sharing platforms that followed in its wake, video-blogging or 'vlogging' is now a career, with the most successful YouTube stars attracting millions of dollars through advertising, social media management and sponsorship deals.



SOCIAL MEDIA MANAGER

In 2007, most social media platforms were yet to be created. Today Facebook has over 2 billion users worldwide and, with Twitter and Instagram, has become an indispensable marketing tool with which brands can engage with consumers.



CLOUD COMPUTING SPECIALIST

Cloud computing emerged from a 2006 conference when it was used to describe Google's approach to software. Today, over half of US businesses use it, and cloud management and engineering have become occupations.