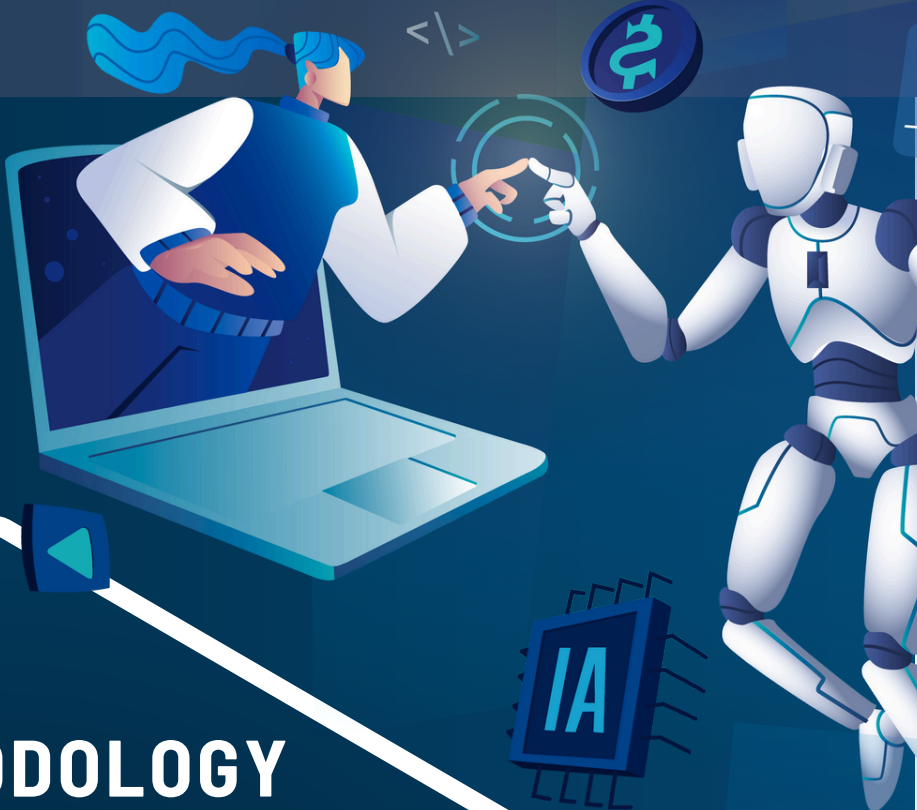# Generative AI Agents in Consultancy: Impact on Professional Identity

Student: Daan Peeters
Promotor: Prof. Dr. Jean-Pierre Segers

1 RESEARCH QUESTION

How do Management Consultants perceive the introduction of Generative AI Agents and how does this influence their job satisfaction and employee experience
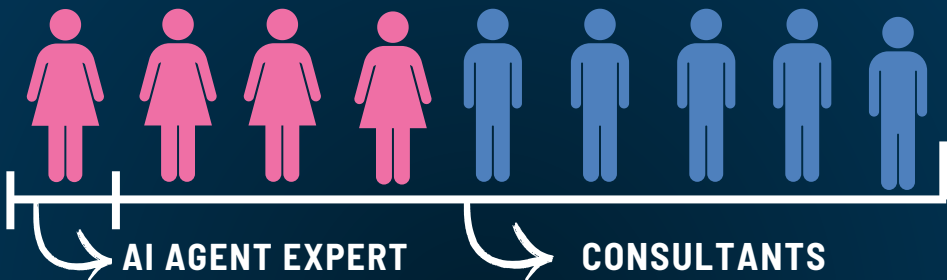
AI AGENTS

▶ Goal-Directed
▶ Autonomy (2-3)
▶ Interactivity
▶ Adaptive-Learning

2 METHODOLOGY

Qualitative, Exploratory study, Semi-structured interviews

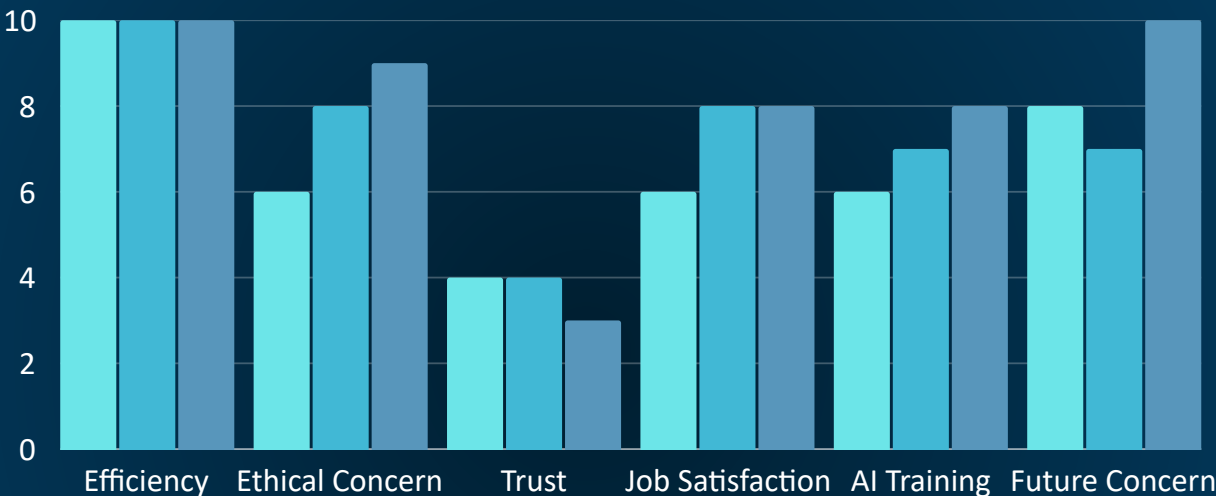AI AGENT EXPERT   CONSULTANTS

CONSULTANTS
- 👩‍💼 Junior → Senior → Partner → Owner
- 📅 1 - 25 Years of Experience
- 💼 HR, IT, Finance, Operations, ...

THEMES DURING THE INTERVIEW

1 Perception of AI And its impact on work processes

2 Impact on Job Satisfaction and Employee Experience

3 Ethics and Future Outlook

3 FINDINGS

● Junior   ● Senior   ● AI Agent Expert

Categories (x-axis): Efficiency, Ethical Concern, Trust, Job Satisfaction, AI Training, Future Concern
Y-axis: 0 to 10

💡 **Seen as highly effective but ethically complex with concerns for the future.**

4 CONCLUSION

Effective Human-AI Collaboration

- Human-In-The-Loop Frameworks
- Ethical guidelines
- AI Literacy and prompt engineering skills
- Foundational learning for Juniors

▶▶ UHASSELT