

Summary: Generative AI as interpreted through a normative framework of knowledge labour well-being

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This paper evaluates the consequences of generative AI by constructing a normative framework that accounts for the well-being of knowledge labour. The technology is shown to increase internal well-being of knowledge workers by promoting their capacity for self-development, self-expression and new economic opportunities. On the other hand, the economic relevance and external well-being of knowledge labour is challenged by generative AI through direct competition in terms of capabilities, and disruption of existing business particles. The framework thereby arrives at the following implication: *Generative AI reduces the economic relevance of knowledge labour while enhancing the capacity of knowledge workers to flourish.*