Ethics of Generative AI: A Global Governance Approach

With the current wave of generative AI developments, a question of how these technologies should be governed and what ethics should be applied to them is beginning to take center stage in both academic research and professional industries. Paper by Correa et al. (2023) and paper by Deckard (2023) offer a valuable background in terms of thinking about the ethical principles that are worth considering regarding the development and the application of the AI technologies. These articles indicate that a strong global dialogue about AI regulation is necessary because there are different cultural and regulatory environments in which the discussion about values to be established on these technologies is constructed.

Challenge of Consensus in AI Governance

Correa et al. (2023) present another interesting issue as the worldwide discussion of AI ethics lacks the agreement. The meta-analytical review of 200 AI governance recommendations they perform demonstrates that the conceptualisations and hierarchy of prioritization of ethical principles used by various countries, organisations, and institutions varies greatly (Lin, 2024). The acknowledgement of a set of values, which include, transparency, fairness, accountability and privacy among others, is one of the fundamental findings and this set of values appears frequently in documents. But sometimes they are not so clear and universal as such principles are revealed because of various cultural and legal standards in different countries of the world (Maple et al., 2023). As example, whereas the countries in North America and Europe pay much attention to such concepts as accountability and transparency, the regions in Asia concern more the principles of beneficence and non-maleficence, the welfare of people and harm absence. Such a difference in moral priorities is symptomatic of the bigger problem of developing a unified regulation system

of AI technologies, especially in the light of the generative AI which could potentially affect many aspects of the society, such as workforce, privacy and social norms (Gouripur, 2024).

Ethical Principles in AI Development

Further examination of the documents on AI governance, evaluated by Correa et al., shows that there is a general consensus between many of the examined documents on various ethical concepts, such as accountability, transparency, and fairness. These principles coincide with well-known frameworks like the principles of AI identified by OECD and Ethics Guidelines of the EU on Trustworthy AI (Aldridge, 2023). Accountability, in its turn, asserts that the developers of AI are to take responsibility of what effects their technologies can bring and make sure that it is compliant with law and ethics. Nonetheless, the principle of fairness raises the perennial issue of AI systems reinforcing prejudices, primarily in decision-making practices pertaining to personnel hunting, criminal justice, and lending (Mallik et al., 2023). Several AI-based systems, especially the ones applied in generative AI services such as online creation and media provision, are highly susceptible to bias because of the information they are trained on. The ethical questions of AI are also related to the matters of privacy and data protection (Banerjee, 2021). Since generative AI models commonly use enormous amounts of data, the main priority is to guarantee confidentiality of people and prevent personal information abuse (Thottoli et al., 2025).

Recommendations for Action

Due to the presence of these challenges, I consider that a complex approach is required to successfully regulate the ever-changing sphere of generative AI. To begin with, the world should jointly come up with a single set of ethics which can support the varying cultural, social and legal

backgrounds. The structure ought to be more transparent, accountable, fair, and privacy-oriented but also target the arising risks like labor replacement and the environmental issues of AI models. Global response, coordinated internationally, will be needed to make sure that the AI-related benefits become equitably distributed, and that vulnerable populations are safeguarded against possible harms (Tata & Heri, 2025). Among the proposals is the creation of an international governance agency that will be able to enforce ethical principles along national boundaries. It must also encourage best practice exchange between countries so that governance of AI is flexible and strong enough to react to new challenges as the technology develops (Malik, Muhammad, & Waheed, 2024).

Moreover, a dynamic regulation will be required. Governments must not allow rampant evils to take place before getting the relevant AI laws. They ought to concentrate on protective performance instead, with compulsory transparency reports, frequent audits of AI technologies, and the promulgating of fairness checks all through the stages of AI design and deployment. In addition, ethical implications of AI ought to be reflected during the education and training of the AI professionals (Chaka, 2023). As Correa et al. (2023) observe, there are increasingly more situations where AI systems need to be aligned with human values, in which case AI developers needs to have not only a technical perspective but also have some awareness of the social and ethical consequences their work can create. AI ethics should be introduced into computer science and engineering curricula, in order to make future generations of AI professionals more capable of dealing with the morally and legally complex problems of their technologies.

Impact on Legal, Social, and Professional Issues

Such actions would have great impact not only on the legal, social, and professional space of AI development. Legally, the creation of a worldwide AI governance organisation may lead to the development of internationally accepted AI technologies with their rules and regulations. That would minimize the existing broken collage of local laws and offer a higher degree of transparency to AI developers, users, and regulators (McMillan & Varga, 2022). The difficulty will however, be on how to make these regulations enforceable and able to keep up with the fast rate of technological upgrading. Socially, such advice might reduce a number of threats contributed by AI realisation, including algorithmic discrimination, work automation and breach of privacy. Designed in a more fair and accountable manner, the AI systems may gain more trust of the citizens since they consider fairness and accountability important (Benet & Pellicer-Valero, 2022). Professionally, the AI developers and researchers will be required to become more holistic in their scope of work whereby the technical side of AI is not the only aspect, but that which has ethical and social impacts is also taken into account. It will necessitate a paradigm shift in the industry and a new level in the academic preparation accompanied by greater interdisciplinary efforts between computer scientists and ethicists, legal scholars, and others who have a stake (Suo et al., 2023).

Conclusion

Ethical regulation of AI, especially generative AI, is a dynamic and demanding issue, and it takes the international community to negotiate the development of enforceable standards. Although the ethical values like fairness, transparency, and accountability are in large agreement, the absence of a standardising regulatory system creates serious obstacles to the establishment of ethical AI

implementations. We can make sure that the AI technologies are developed and implemented to the benefit of society and risk to harm is reduced by ensuring the worldwide governance institutions exist, the regulatory measures adopted in order to prevent the adverse or harmful consequences of the application, and the AI ethics is incorporated into the professional education.

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