Business Applications in AI

Part IV
Ethical issues in AI for Business

Course content

Session I – Game Theory, Decision Theory & Serious Games

Session II – Use cases of Artificial Intelligence in Business – Sectoral analysis

Session III – Big Tech and the pursuit of AI dominance – Enterprise strategies

Session IV – Ethical issues in AI applications for Business – Benefits & Risks

Agenda

1. Artificial Intelligence – Societal implications and ethics
   - Benefits of AI in the enterprise
   - Risks of AI in the enterprise
2. Documentary « Artificial Intelligence and algorithms »
3. Assignment: Debate on Artificial Intelligence – pros and cons

Artificial Intelligence – Societal implications and ethics

Implication 1: Algorithmic bias

- Online advertising
- Social networks
- Transparency through regulation?

Implication 2: Seeing is believing — or is it?

Implication 3: Changing notions of privacy

- Unprecedented data accuracy
- Using data analysis to identify individuals

Implication 4: Changing work

It is still all about the data …

Critical elements:

- The quality of data used to train AI algorithms and AI models
  - Data quality refers to the accuracy, completeness, and relevance of data
  - This means collecting data that is relevant to the problem at hand and ensuring that it is accurate, complete, ethical, and unbiased
- People entering the data
  - Bias in the algorithms?
- Data literacy to ensure that data is effectively managed, maintained and utilized to drive innovation and growth
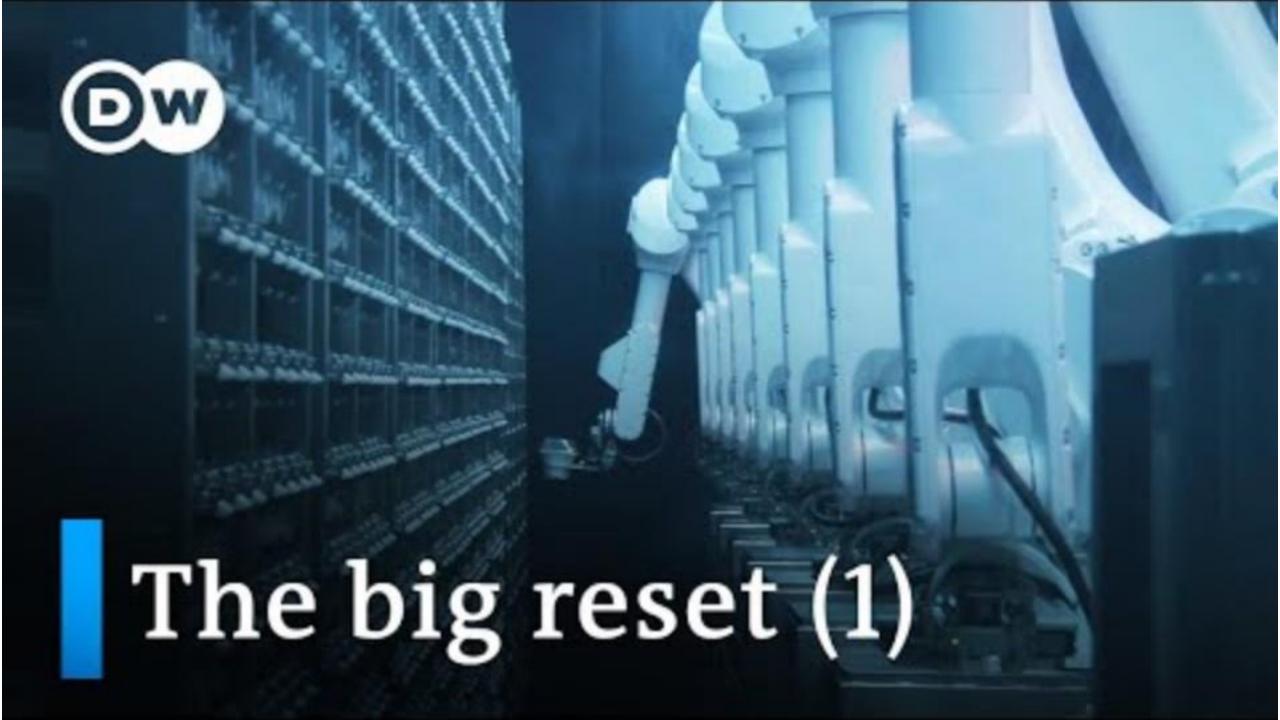
Benefits of AI in the enterprise

- Automation of repetitive manual tasks
- Improved customer service
- Improved monitoring
- Faster product/service/market development
- Better talent management
- Business model innovation and expansion
- Enhanced efficiency
- Predictive business functions
- Sharpen cybersecurity
- …

Risks of AI in the enterprise

- Loss of jobs
- Worker mistrust
- AI errors (hallucination rate)
- Unethical and/or unintended practices
- Erosion of key skills and competences
- Lack of legal framework
- Biases in the algorithms
- Discrimination
- Security versus surveillance
- Protection of minors
- …

THIS REPLACES
"ALL HUMAN LABOUR"

Assignment 4 – Debate on Artificial Intelligence

What is the impact of Artificial Intelligence on daily life? (eLearning)

In teams, you will describe the **pros and cons** of AI on our daily life (business and leisure). Document and challenge the topic with your research (using relevant sources) and argument your findings in a debate (20-30 min). Also forward your preparation doc in the dropbox Part IV.

The domains suggested in the documentary are:

1. Medicine/Science
2. Smart (15') cities/Work-live-leasure
3. Self-driving cars/mobility
4. Home applications/Private life

Cindy	ADOU	Smart Cities	Con
Henrietta	ATSENOKHAI	Medicine	Con
Francisco Antonio	BARRANCO LORA	Autonomous vehicles	Pro
Hugo	CHASTENET	Medicine	Con
Shashank	Chauhan	Smart cities	Con
Mohamed	Cherif	Smart cities	Pro
Clara	DIAZ MEGIDO	Home Apps	Pro
Jorge Andres	DUQUE MOLINA	Home Apps	Con
Manju	JAYARAMU	Autonomous vehicles	Pro
Ikram	Jerradi El Abdelaoui	Medicine	Pro
Yuanliang	MA	Autonomous vehicles	Con
Mohamed Naoufal	MAHFOUDI	Moderator Smart Cities & Medicine	
Dens	MATHEW	Autonomous vehicles	Con
Pavan Kumar	PEDAMALLA	Medicine	Pro
Gopal Chandra	ROY	Home Apps	Pro
Sadhana	SARAVANAN PUSHPA	Home Apps	Con
Gustaf Fredrik	STRAUSS	Moderator Autonomous cars & Home Apps	
Ali	TALHA	Smart Cities	Pro