

Artificial intelligence (AI) has firmly established itself as one of the most transformative inventions in human history. Its influence on various industries has been significant, driving profound changes in the way organizations operate and deliver value. As AI continues to advance and improve, we are only witnessing the beginning of a new era shaped by this powerful technology. Despite the impressive capabilities of AI and its potential to revolutionize day-to-day activities, it is crucial for organizations to recognize the potential risks associated with its use. The widespread adoption of AI brings with it a set of ethical considerations, particularly concerning consumers.

Insurance has emerged as one of the industries reaping significant benefits from the integration of artificial intelligence. According to the Centre for Data Ethics and Innovation (2019), the sector is still in the early stages of adopting AI technology. Nonetheless, many companies are eager to embed AI into their daily operations, recognizing its transformative potential. For example, AI systems could save companies millions of dollars by detecting and preventing fraudulent claims and streamline bureaucratic processes to improve overall efficiency. Despite these promising benefits, an important question arises: To what extent will AI be entrusted with making sensitive decisions? It remains imperative that the human element is not eliminated from the decision-making process. As highlighted in discussions surrounding Industry 5.0, humans are central to innovation and provide essential purpose to technological advancements. Maintaining human oversight ensures that technology serves the interests of individuals and society.

As stated by Milinkovich et al. (2025) to get AI transformation right, it's not enough to tinker around the edges and run a few pilots. At the center of their implementation, retaining a strong human presence ensures that AI-driven processes and decisions align with ethical standards and serve the broader interests of individuals and society.

References

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