Artificial Intelligence (AI)-related information systems can provide recommendations that inform decision-making processes, such as investment decisions (Cabrera-Paniagua & Rubilar-Torrealba, 2021; Keding & Meissner, 2021). Nevertheless, when designed poorly, whether due to incorrect data collection, transformations, and algorithm development or due to biased and limited validations of such AI-based algorithms on real-life datasets, they can have catastrophic consequences for organisations and the wider society.

For instance, at the end of 2021, the online real estate company named “Zillow” had announced to its shareholders that it would have slashed its “Offers” operations and laid off 25% of its employees (2,000 people) in subsequent financial quarters (Levy, 2021; Olavsrud, 2022). These harsh decisions were caused by a $304 million operating loss following the company’s investments in buying properties whose prices were higher than what they could have been sold for in future (Levy, 2021; Olavsrud, 2022).

Such investments were incorrectly made due to an inaccurate AI-based information system that was poorly designed and validated, resulting in a much higher underestimation of its reported 5% error in predicting house prices on average (Fu *et al*., 2022; Levy, 2021; Olavsrud, 2022). The importance of leveraging the appropriate data and validating the algorithm’s performance in a robust manner, including how both the data distributions and the algorithm’s performance vary over time, cannot be overstated.

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