

Business Ethics Summary

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Why did the Ethical Issue Happen?

The matter of ethics as persistent to artificial intelligence is complicated, it brings a social and ethical dilemma, including but not limited to copyright and liability issues, destruction of creative jobs such as writers, photographers, and writers, and being able to simulate as well as predict human communication. It is ultimately the user of the tool that is at fault for using it, it is similar to a gun or some sort of weapon, if used it is never the gun's fault it is always the person's, this is related to AI as it is a tool; a tap into all of human intelligence to facilitate your desires, and curate your dreams. Studio 32's owner Edward Drikorn III stated that AI can be a threat to his photography studio taking away from analog and digital creators who come to rent his studio and the copyright/trademark infringement it has on legitimate artists. Artificial intelligence can be a tool, used for more productive abilities and comprehensive feedback and editing; but like anything else, it can be used for nefarious purposes and is tailored to the desire of the user no matter the task at hand. It may have some content filter, but It cannot possibly sort out every unethical use of it, and the content filter is fairly new, creating inconsistency as well as the possibility of biased information. In this scenario, Synergy Consulting's Artificial intelligence chatbot ANNETTE is designed to mimic a real customer service agent to drive sales. This is severely unethical due to the use of nonhuman interactions to "farm" customers' emotions to make a profit, communication should be done ethically between people, and the use of ANNETTE impacts the transparency, integrity, and honesty of the company. Considering they are a consulting agency, they should listen to their customer needs, and develop their solutions they should not have an AI chatbot due to it for them. This will eventually lead to a decrease in sales, and customers due to the lack of ethical practices within your business. A business is best built ethically from the ground up, making sure every object and idea is compliant with government regulations and ethics, if it is not the venture will surely fail. This ethical issue took place due to Jake's manager's disapproval and ignorance of his concerns and ideas, which led to a diploma of if he should face the board despite his manager's disapproval. Generative AI should not be used in any business when dealing with customer relations or anything in front of the scenes, it should only be used for repetitive, time-consuming tasks, or feedback on thoughts or ideas. AI should be used as a tool, not a weapon. Businesses should be EXPECTED to disclose when they are using some sort of Artificial intelligence, to ensure transparency and honesty in their operations while upholding ethical standards to benefit and please all stakeholders. Transparency is key in the world of business, the more transparent you are the more ethical and honest your company will be ensuring more opportunities along the way. Businesses or anyone is as accountable for the use of artificial intelligence as if they were to take a weapon and kill someone, it is not the tool's fault it is the person using the tool. Chatbots are not capable of integrity as they make assumptions and fill in data as well as violent inconsistently and biases. The customers are why the company exists, they should not only make decisions based on them but everyone who has an interest or is a stakeholder in the company. If a business chooses to program chatbots to be more transactional and formal, it might seem unhuman or inconsistent leading to suspicion. If a company elects to program its chatbot as charismatic and potentially manipulative, it should be held accountable for its actions, and due to the nature of the obvious, it will be public knowledge that they do not follow standard ethical practices and does not care about their customers, and only the result.

How the Ethical Issue Should be Resolved?

This ethical issue should be resolved by first trying to talk with your department manager to come up with a solution. If this does not work, then you should take it upon the board. Degrade the use of AI in customer relations, and if they do not agree with this then make a compromise of using the ethical matter of transparency to allow customers to know they are not speaking to a real person, there should also be a way to speak to a real person or representative, and there should be a disclaimer stating that some answers may be biases or inconsistent of reality and truth.

What Could Have Prevented the Ethical Issue?

This ethical issue could have been prevented with the responsibility and ethical practices of the department manager being more effectively skilled to be able to see this very important issue they will harm their company in the long wrong if they do not take specific action.

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