

## Business Ethics and Artificial Intelligence: An imperative for realignment of Value led organizations.

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**Abstract** Shaping an AI-friendly environment for people and a people-friendly environment for AI can be a possible answer towards finding shared context of values for both humans and robots. The process of teaching machines to be more human-like may have a positive impact upon humans and translate into people becoming more human-like themselves. Henceforward, humanity will have the chance to realign its values accordingly, in addition to changing and enhancing their ethical conduct and to rethink their contribution to society at a deeper level.

Key words: Artificial Intelligence, Ethics, Technology, Era, Business

### INTRODUCTION

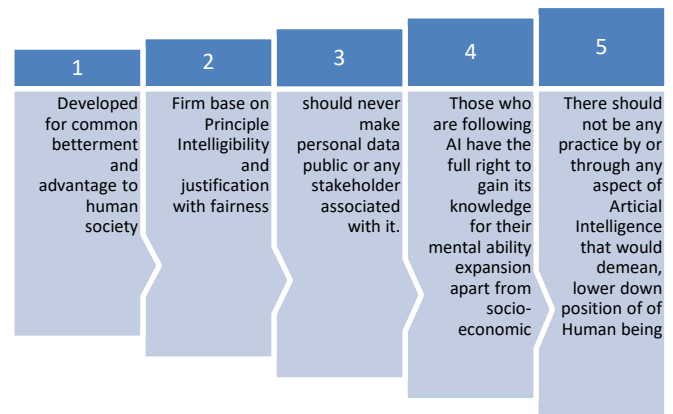
Global village idea was introduced in order to describe how innovation in technology will remove barriers and unify the world. Internet is one of the greatest technological advancements that happened in the world and the human intelligent mind developed the system of Artificial Intelligence, the system of Robots, Chatbots and new avatar agents that created a great interest in Public and Media.

The new technology systems are no more perceived as a tool but they are autonomous team mates and agents. The swift development of AI technologies and business opportunities available to world now has also raised many questions on the accountability the way AI technologies are being used. Not only this but finding solutions to the emerging statutory and ethical issues received the growing submerge and amalgamation of AI in our daily lives, corporate lives, researches, and educational sector as well.

Today in business world, Ethics is one of the most essential element which every organization wants to incorporate as it is the founding step toward the system of Corporate Governance. The rising standards of Artificial Intelligence has promulgated serious thoughts about the level and standards of controls that organization may even sell and evaluate over the machines, efficient process of decision making, strategical processes and the mechanism to ensure that Artificial intelligence systems that will be adopted is in alignment with vision and mission of the organization and strictly being adhered. There is no doubt that as greater powers give more responsibility, Artificial Intelligence has been increasingly becoming powerful and now businesses have started to witness its potential in vast areas of

governance systems. The various aspect, assumptions and applications to business have only starting to reveal its potential but has also extended its application in various cross functional areas of Management.

The technologists have a firm opinion that Artificial Intelligence must follow a code of conduct for Artificial Intelligence to be implemented. This Code of conduct must of based services, justice, cognitive science, swarm Theory and well-designed logic based system. Artificial Intelligence must qualify on few essential parameters, that will make it real time useful in Business World



The systems of transparent corporate governance, Public Interest, whistleblowing, accountability have made organizations to streamline the systems of their governance and a responsibility to redefine their interaction with trustworthy systems of Artificial Intelligence. The management and stakeholders trust those individuals, institutions and stakeholders that operate with transparency, policy making have the immense potential and opportunities to make a significant contribution to arrive on a framework of business ethics and norms in which Artificial Intelligence may succeed, innovate while carrying on safely.

One important aspect of Artificial Intelligence application is to understand the teammates, independent agent apart from a continuous focus of research and development with ethical

impact of these systems. Not only research but decision making for AI is an important aspect, the assessment of moral, socioeconomical and legal outcomes of the steps governed of their actions and decisions is important. Can an Artificial Intelligence system be totally held liable for its best possible outcomes? What would be the system of monitoring these learning and outcomes-based capabilities in order to bring them into such a platform that are possibly linked to their initial, designed, setup? Upto what extent these independent new innovations be allowed to run commercially and how they can be regulated in future? There are many unanswered questions which are in focus on the way of our society. Another big question is the receptiveness of these factors on the level of our confidence, ultimately impact of Artificial Intelligence and existence of the systems. There could be certain applications of Artificial Intelligence which if adopted might lead to ethical lapses, the technology driven systems can lead to cyber-attacks, automation of jobs could lead to unskilled labor force. However, the adverse impact can not hinder the framework of fundamental values and principles with which organizations are engaged in multi stakeholders dialogue with commitment to values and impact of Artificial intelligence developments. The one sided algorithms may lead to some discriminatory impact as people might see Artificial Intelligence as a tool not to help them in their working but rather as some system to monitor them and could be perceived as a competitor to take their jobs. In this context it is utmost important for organization the righteous explanation to stakeholders that how Artificial Intelligence would benefit them and why they shouldn't fear them.

### **Insight into human values to design values-led systems**

Machine Learning Algorithms can easily recognize and interpret the patterns than humans who are working for them. This system facilitates in visualization of greater productions and make decision in high stake of varied environments. google map searched the best route that will avoid any traffic on the way of commuter, hence saving time.

As data driven systems are continuously making progress and it may be easy to define the path of success on this due to the technical improvements as any amount of data can be handled by Algorithms, thus improving overall efficacy of the pattern identification and interpretation. But simultaneously this can never be ignored that Machine Learning to be truly successful need to understand human values. Moreover, can Machines compare and contrast the desires and demand of human values and understand what outcomes we value the most and our behaviors in different situations.

### **Transformation of Daily Life**

The Artificial Intelligence systems may dominate and create images of variability, fictions in which the systems are mostly related with competitiveness and warfare. There are hardly

few areas which Artificial Intelligence has not touched, name it improvement in human health, safety, productivity, transportation, education, public safety, security, entertainment and service sector. Nevertheless these systems must be ensured in such a way that respect human lives, values, systems and civil rights and should not become reality in dystopic futures.

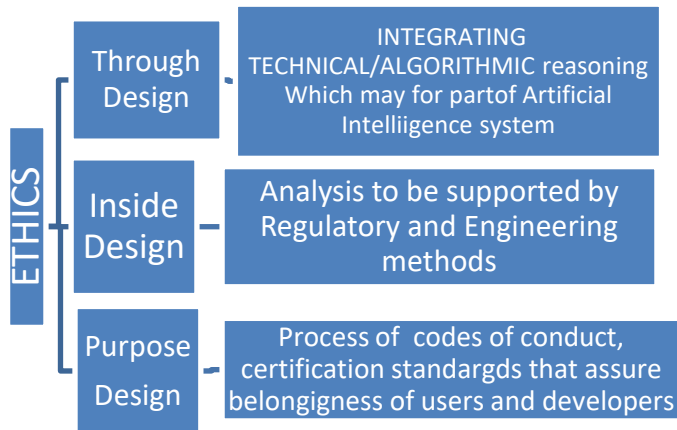
The requirement for ethics based implantations in the development of genius, sharp and feedback mechanism systems is becoming one of the prime area of research in the last couple of years and has led to several initiatives .

The system has given leverage to autonomous decision-making capability and one need to rethink on the responsibility of the level of autonomy, social awareness and ability to learn. Its only human being who has created artefact of Artificial Intelligence and designed the various Algorithms to integrate socio-economic and moral values transformation into overall developments. The system and framework must be capable of handling self-controlled reasoning of machine about such issues that we consider to have an impact that may be ethical value based but above that we need framework and well-designed systems to regulate the captures of Artificial Intelligence systems , to ensure proper enhancement and command of data in order to make sure that every individual realizes its own importance and involvement.

### **Values Dependency**

Human being values are mostly dependent on socio cultural influences , the outcome of which may be deontic, teleological or consequential and frequently understood in planning processes, that signifies that some designed benchmarks are required to provoke the values possessed by all human beings, and to make these clear can lead to better understanding and trust on autonomous created systems. . That is, Artificial Intelligence reasoning should be able to take into account socio-cultural values moral, judgements, and ethical considerations while decision making. It must compare and contrast the well established respective priorities of values held by different human being and all type of stakeholders in various multidimensional culture, explaining its reasoning and redefining transparency with guarantee. A system of responsible Artificial Intelligence depicts human authority and responsibility for the development of programmed intelligent systems along basic core values of human principles to make sure human prospering and welfare on sustainable basis in the world.

### Relation of Ethics with Artificial Intelligence



### Regulatory and Governance Mechanism

The tremendous development in the area of Artificial Intelligence and Machine Learning has erupted with many serious equations and observations about the regulatory and governance mechanisms for autonomous machines. This has led to assurance by many commentators, subject matter specialist, critics, policy makers that Algorithms governing our lives are not only transparent but fair and accountable as well. The way we need tools for a program and systems of debugging, similar way the social contract between various stakeholders is also maintained by machines.

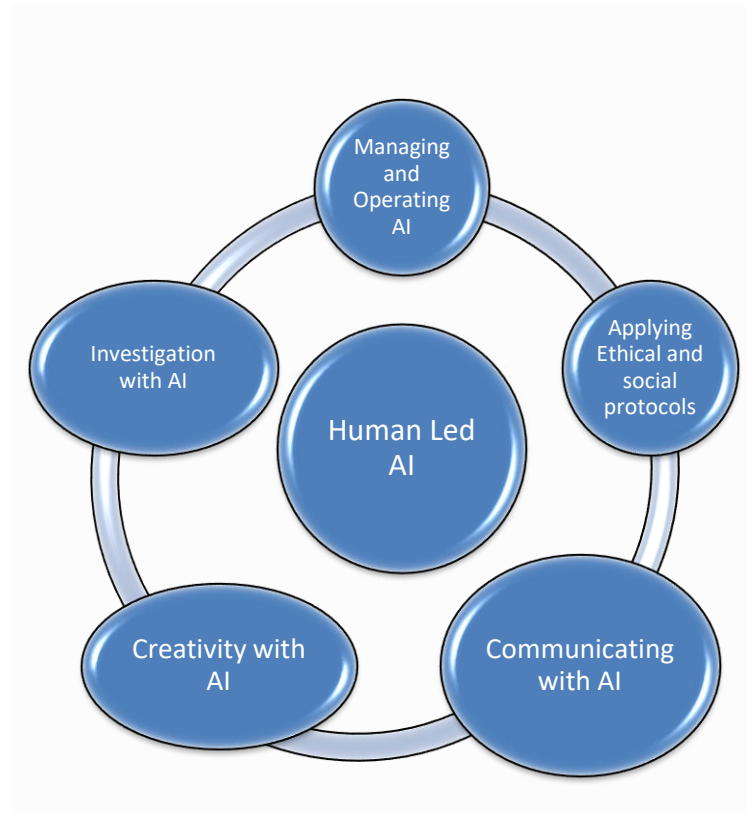
### What comes first Ethics or Technology?

There is no doubt that percentage of people using IoT has been rising and annually there is on an average jump of 12-15 percent people who are being added to it. There have been on an average 50-55 per centage of people across worldwide who are comfortable with the Artificial intelligence growth and what the government to implement the same in public services. But historically if we see, ethics tend to hang on the tailcoats of the latest and modern technology. There have been recently many scandals that serve to highlight if innovation can sustain in future and how long and successfully ethical implications will transform the situations. There is a great challenge being posed to Ethics that how it will deal with businesses of future Era and thrive in 21<sup>st</sup> Century. The worldwide spending on cognitive systems is expected to jump to around \$20billion and by creating 2.3 million jobs worldwide, while eliminating 1.8 million roles in workplace.

### Human Aligned Artificial Intelligence

The Behaviour of Artificial Intelligence is beneficial to humanity as human aligned Artificial Intelligence is a multi-

objective problem. There is always a requirement of well designed legal and safety framework for consideration of multipotential conflicting factors. There is need to ensure that Artificial Intelligence systems are well working as per the requirement and demand of human beings.



### Analysis of IBE Framework for Business Ethics and AI

On January 11,2018 The [latest Business Ethics Briefing](#) from the IBE has examined the ethical challenges for business world which may be helpful in developing artificial intelligence technologies and it has come up with the suggestions that can be adopted to minimise the risk of ethical lapses due to an improper use of AI technologies. As per the Philippa Foster Back CBE, IBE’s Director, *AI - its applications and ethical implications for business - is broad and requires a complex multi-stakeholder approach to be tackled.*

The natural behaviour the society keep on constructing the artefacts and it includes all that makes a society. we as societies constantly reconstruct our artefacts, including our ethical systems as well. Ethics is a set of behaviour that not only governs the society but also maintains it, there is a well-designed and patterned basis of sociality and autonomy to explain moral intuitions with respect to Artificial Intelligence systems.

Since the Artificial Intelligence designers are given a clear, consistent and share set of ethical principles, system is able either to make ethically-based decisions itself, or to alert users and/or monitors to potential deviations of behaviour from such ethical principles.

*An Artificial Framework has been designed by IBE that provides an ethical foundation for the related discussions This Framework provides an ethical foundation for these discussions going forward.*

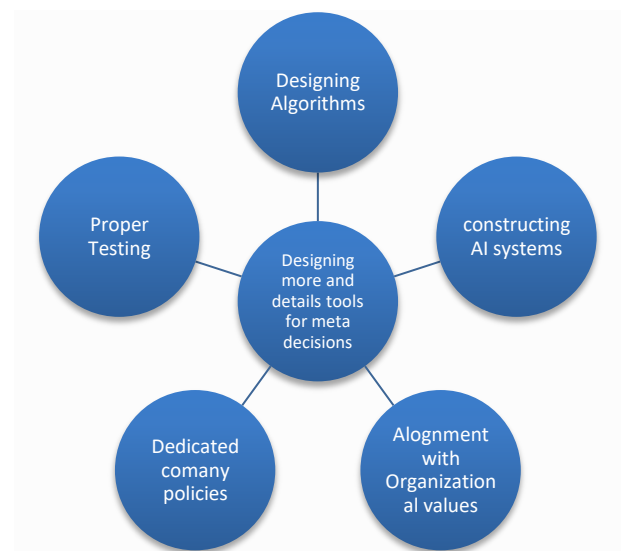
		agent	itself.	allotment
1 0	Learning	Efficient and Effective ways, Empowerment with skills, understanding of the potential ethical implications	Misuse of technologies, passive recipients, learners	Engagement with external stakeholders, medial reporters, general public

Source: IBE Framework, Business Ethics and Artificial Intelligence ,Issue 58 | January 2018m

		Key Feature	Risk	Success Measure
1	Accuracy	Unbiased ,Error free Algorithms	Human gathered data	Correct, Precise and accurate result of Algorithms
2	Respect of Privacy	Data Protection Rules	Privacy Risk	Data Protection Regulations
3	Transparency	Underlying programming	Hidden, uncoded information	Opening sourcing material
4	Interpretability	Expressive and Explainable reasons	Unpredicted results, decisions	Accuracy, Trustworthy, Effective decision making
5	Fairness	Justice to all stakeholders, reliability, efficiency	Ageing, population, Lack of trust, unemployment , social inequality	Innovation, competition, minimal potential disruptions
6	Integrity	Intended purpose, respect and agree on use of technology, technology helpful for intended group	Conflict issues	Technology helpful for the intended group
7	Control	Mutually understood technology based on Algorithms,	Lose of control over machines, possibility of any humanity wipe out	cybersecurity and controls, including access control.
8	Impact	testing the algorithms and AI implementations	unwanted outcomes	structured controls and testing.dynami c and constant. testing procedures
9	Accountability	The result of the decision-making process of an artificial	Accountability on failure of AI system	Roles & Responsibility define, attribute

### Approach to Artificial Intelligence in Business Ethics

There has to be well designed and well understood approach to Artificial Intelligence when a corporate has to apply in Business Ethics context. It involves multistakeholders’ approach with involvement of all level and channels of management. It can only be successful, if business decision makers understand fully the implication of the same and implement it in a well-organized manner. Some of the most successful approached for the involvement of Business Ethics in Artificial Intelligence can be as,



### Morality in Artificial Intelligence

Morality has been seen at different levels s across culture at a varied demographic level. It is rigorously transforming as per the changing scenario of technology, trends, IT revolutions, media development and advancement in ICT. As and when new category of Artificial Intelligence pours in, Ethical issues tend to become more complex with the new transformations .

The solution lies well within the framework of ethics, which is derived by technical advancements. The Machine Learning should well align to people's objectives through values and ethical conduct. Whether the values and morals are delivered at the coding and programming level or acquired by learning and observing, no method will be failure anytime.. The new Artificial Intelligence revolution is going to stress upon values ethics onto machines, but bring a shift in human values systems in an equitable manner.

Morality can never be outsourced to machines, as accountability is attributed to it. There can be hidden biasness that make one's goal more transparent and trustworthy with a healthy corporate culture. Timely audits and well framed algorithm testing from time to time are ways of avoiding or correcting black boxes and abrupt algorithms. Furthermore, the original and real recreations in a professional environment can bring benefits to the design of ethical AI. The algorithms that are human friendly without the power of applying and decision making process can lead to a deeper interpretation and understanding of AI thought process, presenting new risks and possible benefits and avoiding any crisis that may be irreversible.

Biasness	• Can we consider system of AI Bias in all situations?
Liability	• What is the liability of AI? • who is accountable for decision making in AI and who can guarantee following Ethics
Human being interaction	Will AI make human being stop interaction from each other?
Security System	• How AI can be prevented, secured from bad hosts?
Jobs	Will AI reduce human and manual Workforce
UNEQUAL DISTRIBUTION OF WEALTH	WHO WILL ACTUALLY BE BENEFITTING FROM AI?

## CONCLUSIONS

There is no doubt AI can solve the difficult and unsolvable problems, but to make that a successful process, human being need to be part of its development in order to help human ingenuity and create a culture based on collaboration. There is still no consensus that what extent the social norms and ethical principles be followed in AI and be followed at the present moment. It is utmost essential that ethics become vital part of human behaviour, Artificial Intelligence .

Shaping an environment where both Artificial Intelligence and human intelligence are benefitted to each other, it can only be possible if there is shared value of both human and robots, The process that develops and creates and further programs the machine that given the human value system may have to have human like themselves first. Only then humanity may its chance to realign the value of humanism. Apart from this, human will get more and better chance to rethink their contribution to society at a greater extent.

Shaping an AI-friendly environment for people and a people-friendly environment for AI can be a possible answer towards finding shared context of values for both humans and robots. The process of teaching machines to be more human-like may have a positive impact upon humans and translate into people becoming more human-like themselves. Henceforward, humanity will have the chance to realign its values accordingly, in addition to changing and enhancing their ethical conduct and to rethink their contribution to society at a deeper level.

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