AI ETHICAL CONSIDERATIONS IN BUSINESS OPERATIONS

Northern University

Arusyak Ivanyan

arusyakivanyan@gmail.com

Abstract

AI's widespread implementation has brought a revolution to decision-making, production processes, and the structure of market competition. But there is a growing reliance on AI systems, which leads to numerous ethical issues, including a lack of transparency and accountability, concerns about data security and protection, discrimination, and a lack of fairness. This study investigates primary ethical issues, innovations, and performance within business use of artificial intelligence. This study examines the ethical challenges of automated decision-making, including potential discrimination, misuse of personal data, inscrutability, and the implications for workers of AI-powered automation. This study addresses prevailing academic, professional, and public perceptions by examining 50 YouTube videos on the ethical implications of business use of AI and by administering a 25-item questionnaire to 87 individuals. These include keynote presentations, webinars, and tutorials where the topmost issues surrounding ethical AI use, governance, and recommendations have been noted through qualitative and quantitative analysis. The major issues that come up regarding the ethical usage of AI in business include transparency, fairness, accountability, and human control. In addition, the firm is now aware of the power of ethical governance measures that can help the organization stay clear of any legal, social, or reputation risks in AI usage.In essence, the study concludes that ethical integration is key to enabling trust in stakeholders and, ultimately, the realization of innovation and business growth in the digital age, using its people, its governance processes, and a model that enables a transparent and accountable attitude to its use of business AI.
Keywords: ethics, business operations, data privacy, responsible AI.

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Introduction

The introduction of Artificial Intelligence in today's business world has resulted in many alterations within the organizational processes, decision-making, and strategies development. The utilization of such innovations as predictive models and autonomous decision-making systems is an incredible opportunity for advancement and competitive

advantage. Apart from the positive effects that can be produced by the usage of such technologies, there are many ethical questions associated with the employment of AI. For instance, questions such as bias, non-transparency, data abuse, discrimination, and responsibility have gained much popularity among the ethical issues related to artificial intelligence. Research conducted indicates that the implementation of AI technologies, although it helps increase efficiency, eliminate human errors, and other similar benefits, creates several moral dilemmas that, when not carefully managed, may result in loss of trust, damage to reputation, and even legal actions. The significance of issues associated with the implementation of AI is particularly great within a business setting, since today corporate executives not only need to be productive, but also act ethically in order to ensure the implementation of technology in accordance with social and legal norms. In case of the unethical implementation of AI, there are risks of legal consequences, damage to the business reputation, and loss of confidence in the management. Given the increased interest in AI ethics, most current literature is either theoretical or presents large corporate case studies that overlook the context in which AI ethics are discussed, debated, and implemented. Using 50 YouTube videos that comprise current discussions about AI ethics in business, this study examines the prevalent ethical issues of AI among business professionals, how these issues are handled in practice, and how ethical governance of AI is portrayed using a mixture of qualitative thematic analysis and quantitative content analysis. Through a combination of qualitative and quantitative content analysis techniques, the thesis, based on the 50 YouTube videos, identified the prevalent ethical issues that experts and practitioners raised as part of the discussions about AI ethics, the strategies they recommend for ensuring responsible AI deployment, and the representation of AI ethical governance in business contexts. This research is expected to advance a practical and complex understanding of the nature of AI ethics by utilizing the context provided through the use of digital media content and, therefore, providing valuable recommendations to managers, regulators, and researchers. The report concludes by highlighting that it is not merely a regulatory issue to address ethical concerns about AI; it is an imperative strategic goal for sustainable business development.

Research questions

The present research is meant to address the following research questions in an attempt to resolve the issues stated above:

1. Which are the major ethical issues related to the deployment of artificial intelligence in corporate business processes, and how are they reflected upon and discussed within the existing digital context by professionals and experts?
2. By which means can responsible deployment of artificial intelligence within organizational contexts be steered through the proposed solutions?

Literature Review

The rapid development of Artificial Intelligence in current business settings has brought about many changes in how business activities and decisions are conducted and made. The use of technological advancements like predictive modeling and autonomous decision-making systems offers exceptional possibilities for innovation and competitive advantages. Other than the beneficial aspects linked to the implementation of technological developments such as AI, some ethical issues emerge when using AI. The use of AI may lead to bias, a lack of transparency, abuse of personal information, discrimination, and accountability. Research indicates that the implementation of AI provides different advantages to companies and organizations, such as increased efficiency and decreased human errors. Nevertheless, there are many ethical dilemmas faced by organizations and individuals when implementing AI technology. The implication of the usage of AI in the business environment is very important since the modern business environment requires the leader of an organization not only to be productive but also to be ethical to ensure that the application of technology is ethical and meets the social and legal requirements. In light of the misuse of AI applications that can lead to legal, reputational, and other risks, the probability of such events is high. Given the increased interest in AI ethics, most current literature is either theoretical or presents large corporate case studies that overlook the context in which AI ethics are discussed, debated, and implemented. Using 50 YouTube videos that capture current discussions about AI ethics in business, this study examines the prevalent ethical issues of AI among business professionals, how these issues are handled in practice, and how ethical governance of AI is portrayed, using a combination of qualitative thematic analysis and quantitative content analysis. Through a combination of qualitative and quantitative content analysis techniques, the thesis, based on the 50 YouTube videos, identified the prevalent ethical issues that experts and practitioners raised as part of the discussions about AI ethics, the strategies they recommend for ensuring responsible AI deployment, and the representation of AI ethical governance in business contexts. This research is expected to advance a practical, complex understanding of the nature of AI ethics

by leveraging context from digital media content and, therefore, provide valuable recommendations to managers, regulators, and researchers. The report concludes by highlighting that it is not merely a regulatory issue to address ethical concerns about AI; it is an imperative strategic goal for sustainable business development. According to Raji et al. (2020), these concerns about audit outcomes and processes often intersect with those of the audited product itself, as an unethical audit process can lead to a false sense of progress in aligning facial processing technology with the principles we have put forth (p. 150). Researchers note that organizations must adopt strategies such as regular algorithm audits, diversified training materials, and fairness metrics to detect and mitigate bias, ensuring that AI-driven decisions are equitable and legally compliant. However, there is a danger that this results in an approach which focuses on a narrow, static set of prescribed protected classes, derived from law and devoid of context… (Binns, 2018, p. 9). Cowgill et al. (2020) wonder whether machine learning or AI will find natural applications that decrease behavioral economics biases (loss aversion, hindsight bias, risk aversion) (p. 16). Transparency, often operationalized through Explainable AI, is crucial to ensuring that AI decisions are understandable and trustworthy to humans. Lack of transparency in AI systems poses ethical risks, including opacity in decision-making, diminished accountability, and potential legal challenges. Explanation, which may take the form of Explainable AI, plays an important role in making decisions taken by AI comprehensible and reliable. The lack of transparency in AI carries numerous ethical concerns related to decision opacity and lack of accountability.. Lipton (2018) argues that, as humans, we engage in this behavior, as evidenced by hiring practices and college admissions (p. 99). Similarly, Doshi-Velez et al. (2017) categorize applications and methods with a common taxonomy (p. 9).

For instance, where an AI application has an impact on the stakeholders' rights in the organizational setting, then transparency becomes a critical requirement. This involves offering clear explanations on how the AI works, its decision-making process, and its limits. This way, compliance is ensured, but trust is maintained as well. Meanwhile, Guidotti et al. (2018) propose that classifying approaches to open black-box models should also be useful for putting the many research open questions in perspective (p. 1). Data privacy remains a central ethical concern in AI deployment (Wachter et al., 2017, p. 842). AI systems often rely on large volumes of personal, behavioral, and organizational data, generating questions about consent, data protection, and misuse of sensitive information. Richardson and Blake (2025) reveal that responsible innovation—anchored in transparency, accountability, and fairness—is not only essential for mitigating risks but also for fostering enduring trust

among stakeholders (p. 11). For this reason, we argue for the necessity of incorporating various AI Principles into a comprehensive framework and focusing on how they can interact and complement each other (Zeng et al., 2021, p. 4).

The implementation of strict data privacy laws such as GDPR in the EU and CCPA in California highlights the necessity of dealing with data in an ethical and lawful manner. AI ethics require the introduction of some measures with regard to data protection, such as data minimization, proper storage of data, as well as rules and regulations with regard to the use of data. This way, it is possible to minimize the risks associated with the leakage of data and its misuse. Decisions made by AI involve technology rather than individuals. Many are also worried about the consequences of increasing access by government, corporations, and other organizations to data that enables extensive and intrusive predictions concerning citizen behavior (Dignum, 2019, p. 1). In the absence of clear mechanisms for oversight, mistakes or unscrupulous actions committed by AI machines might not have a human to be blamed. Literature points out that humans should be put into the loop as the ones with the final say on important decisions. Therefore, the role of AI machines in society is not a descriptive issue, but normative ethics. Here, I start from a functionalist assumption that ethics is the set of behaviors that maintains a society (Bryson, 2018, p. 15). In addition, organizations are encouraged to develop ethical codes, reporting procedures, and risk-escalation frameworks that integrate AI oversight into their corporate governance structures. Effective governance frameworks play a pivotal role in promoting responsible AI adoption. These frameworks integrate ethical principles such as fairness, transparency, accountability, privacy, and sustainability into organizational processes and decision-making (Jobin et al., 2019, p. 389). Several guidelines, including those by the European Commission and the IEEE, provide principles for the development of ethical AI, emphasizing risk assessment, stakeholder consultation, and continuous monitoring. Incentivise financially, at the EU level, the development and use of AI technologies within the EU that are socially preferable (not merely acceptable) and environmentally friendly (not merely sustainable but favourable to the environment (Floridi et al., 2018, p. 704). Furthermore, empirical evidence suggests that good governance requires interdisciplinarity and input from specialists in ethics, big data, management, and policy making to achieve better monitoring of AI practices and make them consistent with the standards established in society.

As training sets are increasingly part of our urban, legal, logistical, and commercial infrastructures, they have an important but underexamined role: the power to shape the

world in their own images (Crawford, Paglen, 2021, p. 1115). Recent empirical studies demonstrate how businesses implement ethical AI strategies in practice. Large technology firms, financial institutions, and multinational corporations have begun establishing AI ethics boards, bias detection teams, and transparency dashboards to operationalize ethical principles (McKinsey, 2021). Accordingly, research shows that firms that have adopted AI governance benefit from enhanced reputation, stakeholder trust, and compliance with legal and ethical requirements. Nevertheless, differences among them reveal that there is a strong need for standardization. Besides the scientific and business literature, one can consult video materials uploaded to YouTube to learn more about the topic of AI ethics. Aside from academic and business literature, online resources, especially YouTube videos, offer useful content on AI ethics. Lectures and presentations given by professionals and experts can be used to get an idea about current issues, controversies related to policy-making, and potential ways of ensuring responsible AI. This approach is beneficial for scholars who want to track ongoing developments in AI ethics. While the literature on AI ethics is extensive, most studies focus on theoretical frameworks, policy guidelines, or high-profile organizational case studies, leaving limited attention to how ethical principles are represented and operationalized in public digital discourse.

Methodology

This study used a mixed-methods approach, integrating qualitative theme analysis and survey research to investigate ethical issues in artificial intelligence in corporate operations. 50 YouTube videos created by professionals, academics, and professional organizations were selected for their relevance, credibility, language, and comparability. These videos were transcribed, and relevant parts were chosen for further analysis. The themes identified during thematic analysis included algorithmic bias, transparency, data privacy, accountability, and human control. Frequency analysis of content was used to determine the number of occurrences of these ethical issues within the entire sample set. In order to conduct an additional analysis of public perception of ethical concerns, 87 people, including students, experts, and regular viewers, were surveyed using 25 items.

Results

In order to learn about the strategies that organizations adopt to solve ethical issues related to AI, we studied 50 YouTube videos that talked about the application of AI in organizations and a survey with 25 questions answered by 87 people. Our research was

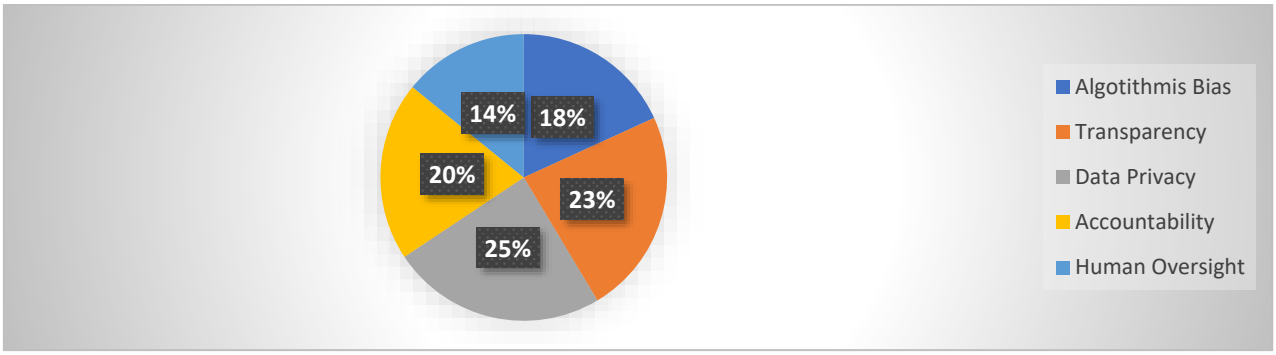
primarily concerned with determining the number of times certain ethical topics were raised during the conversation. Based on the degree of emphasis placed on each topic, we tried to find out what patterns organizations follow when tackling ethical issues.

Table 1. Demographic Characteristics of Survey Participants (N = 87)

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	42	48.3
	Female	44	50.6
Age Group (years)	18–25	25	28.7
	26–35	32	36.8
	36–45	18	20.7
	46+	12	13.8
Education Level	High school diploma	10	11.5
	Bachelor's degree	45	51.7
	Master's degree	25	28.7
	Doctorate or higher	7	8.0
Occupation	Student	28	32.2
	Professional (private sector)	30	34.5
	Academic / Research	20	23.0
	Other	9	10.3

The survey sample size was 87 individuals and was representative of a mixed range of gender, age, education, and occupation. The gender distribution was fairly even: 48.3% were male, and 50.6% were female (Table 1). With respect to age, the majority of those in the sample were aged 26-35 (36.8%), followed by the 18–25-year-old age group (28.7%), followed by the 36-45-year-old age group (20.7%), followed by the 46+ age group (13.8%). The distribution appears to indicate that respondents' perceptions were captured in both early-career and mid-career adult demographics. This would be beneficial, given that different professional experiences and technological familiarity over time may affect perceptions of AI ethics. By education level, more than half of the participants hold Bachelor's degrees (51.7%), followed by Master's degrees (28.7%), Doctorate or higher degrees (8.0%), and only high school (11.5%). It suggests that the sample was relatively well-educated, which is good considering the survey looks into ethical perceptions of AI. In terms of occupation, the survey respondents came from different walks of life: 32.2% were students, 34.5% were from the private sector, 23.0% were from academia/research, and 10.3% were classified as "others."

Figure 1: Frequency of AI Ethical Themes in Business



As you can see in Figure 1, privacy is the most talked about topic, with 25% of the total references. This shows the increased attention that companies are giving to the security of their data and compliance with the different legislations. The second most popular topic is transparency, which accounts for 23% of the references. This shows the increasing interest in interpretable AI and clear communication in different fields like finance or human resources. Accountability, with 20%, accounts for the governance issues and responsibilities that businesses have to take in the different fields of AI application. Algorithmic bias stands for 18% of the references, showing that there is some concern about the fairness and justice. Finally, human control, the last topic that the companies mention, represents only 14% of the total references, showing a gap between an automated system and rational control over it. The balance is between the technological aspects and the security/legal concerns, which appear most often, and the human issues that remain in a lower proportion.

Table 2: Comparative Analysis of Ethical Concerns in AI

Ethical Issue	**YouTube (% of Mentions)**	**Survey (% Rating Very/Extremely Important)**
Data Privacy	27.0	89.7
Transparency	22.0	87.4
Accountability	19.0	83.9
Algorithmic Bias	17.0	79.3
Human Oversight	15.0	71.3

A comparison of rankings of ethical concerns regarding AI is presented in Table 2. It analyzes the relative importance of each concern by comparing the emphasis placed on YouTube content with survey responses from 87 participants. As one can see, the trends in how important the different ethical concerns are vary remarkably little across both types of data: privacy, transparency, and accountability were among the top-rated ethical concerns in both YouTube content and survey responses, whereas algorithmic bias and human oversight received less emphasis. However, we see a significant difference in magnitude between the results from the survey and YouTube content; survey respondents indicate a

much greater importance of ethical concerns than we find in the YouTube data. For example, data privacy was mentioned in 27% of YouTube videos, whereas 89.7% of survey participants considered it "very" or "extremely important". Similarly, the data show that transparency and accountability are consistently ranked as more important concerns in the survey than their prevalence in YouTube content. We explain this by arguing that although experts or companies are mentioning and dealing with the identified ethical issues, they are not being explicitly brought up in an equally concerned manner in the YouTube content, and public opinion is considerably more sensitive towards the given ethical concerns, and in everyday lives people seem to believe that the impact of an ethical risk is even greater than when experts speak about these risks in media or corporate sources. However, although algorithmic bias and human oversight are included in both data sets, their significance remains relatively low. This implies an area where there might still be some scope for discussion, both among the experts and the general audience. From the results presented in the comparative data, one can conclude that ethical issues around artificial intelligence are widely discussed in different media channels. In addition, the data prove the existence of significant public concern about certain ethical issues related to AI technology.

Discussion

Generally, the results of this study indicate that data privacy is one of the key ethical issues that arise from integrating AI in business operations, since it is the most frequent ethical issue. This finding supports the existing literature that emphasizes the importance of data security in data-driven companies. Furthermore, high prominence scores attributed to transparency and accountability emphasize the growing need for transparent and accountable AI governance, especially when making critical decisions. Finally, there are a relatively large number of ethical issues related to algorithmic bias, which can be interpreted as growing awareness of the potential for discrimination through AI. In comparison, the limited number of studies regarding human supervision indicates a relative gap in current research that may warrant greater attention in terms of how automation can work in practice with human control, intervention, and ethical decision-making capabilities, with high values placed on task automation and system efficiency, potentially at the cost of human control. The above can be interpreted as indicating that businesses and institutions are very active on the technical and regulatory sides of AI ethics, but human control and governance of AI may need more attention in practice.

Conclusion

The rapid integration of artificial intelligence (AI) in the business world brings enormous opportunities as well as profound ethical dilemmas. The present study aimed to gain deeper insight into how these dilemmas are currently understood by examining them in contemporary digital discussions (50 YouTube videos and a survey of 87 participants). From the findings, it is evident that data privacy, transparency, and accountability have emerged as the most significant ethical issues, which suggests the importance attached by businesses to compliance and management of risks. Data bias and human control appear to be relatively insignificant ethical issues, as the aspect of controlling and ensuring accountability has not been considered at all. The results of this research highlight a gap in ensuring that human control is of critical importance in AI-driven decision-making. This suggests the significance of taking a more holistic approach to the moral usage of AI, which requires considering a variety of aspects other than regulation and performance alone, such as fairness, as well as incorporating the human component into the decision-making process involving AI. Potential areas for future research include the study of organizational adoption of AI ethics, cultural differences, ethical discourse over time, and human-centric AI solutions in certain industries.

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