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# PARADIGMS OF APPLICATION OF ARTIFICIAL INTELLIGENCE FROM THE ASPECT OF ETHICS IN IMPROVING QUALITY

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**Abstracts**: In this research paper, based on a systematic review of the relevant scientific literature, the results of research on the use of artificial intelligence in companies from the ethical aspect will be presented. In this context, the paper will investigate the issues arising from the need to establish ethical guidelines for the effective use of methods, techniques and tools of artificial intelligence. For the purposes of the work, various aspects of ethics related to artificial intelligence will be evolved and key challenges that appear in business processes of companies and business systems will be analyzed. The fundamental goal is to investigate how to act ethically in this dynamic environment, while achieving competitive advantage and sustainable business development, that is, to identify the ethical dilemmas of using artificial intelligence in the working environment of individuals and to formulate recommendations to companies and organizations for its ethical use and implementation. The research results point to the necessity of including ethical principles already in the planning and development phase of artificially intelligent systems. The results show that it is necessary for companies and business systems to recognize values such as fairness, transparency and accountability and to integrate them into their business practices. A quantitative methodological approach was used, conducted on the basis of a survey questionnaire. The results of research into the application of artificial intelligence in practice indicate that employees evaluate all organizational practices that would help reduce the occurrence of ethical dilemmas as extremely important and useful, where the biggest identified ethical dilemma is the reduction of work ability and skills due to the possibility of relying on artificial intelligence systems.

**Keywords**: artificial intelligence, business, ethics, quality management

## Introduction

It is known that artificial intelligence significantly shapes current social processes, and that in this sense, the first priority is not technical features, but an ethical approach to application (Denić N., 2023). The question of the ethical application of artificial intelligence is gaining more and more relevance. Despite this, there is not enough number of scientific works in this field in the literature. Some authors state that companies and organizations have recognized the business opportunities of artificial intelligence, which are reflected in the promotion of competitiveness, the transformation of products and services, or the review of business strategies (Sestino and De Mauro, 2022). This is followed by actors who emphasize the need for education and raising public awareness about how artificial intelligence works and what challenges and opportunities it brings to society (Brundage, Avin, Clark, & Toner, 2018). In our environment, the ethical guidelines adopted in the Republic of Serbia certainly represent a significant initial step (Denić N., 2024). However, it is important to emphasize that these guidelines are recommendations and not legal provisions. In this sense, the conclusion is imposed that they function as an instrument that directs practice, but without legal obligation. The literature states that addressing the ethical challenges posed by artificial intelligence ensures that ethical standards are met and that the implementation of these technologies is aligned with societal norms and values, thus contributing to the public good (Kandasamy, 2024). In our country, a positive development is the fact that the law on artificial intelligence in Serbia is in the preparation phase (Denić N., 2024). . In this context, it is stated that it is important to develop guidelines, regulations and standards that enable the responsible and ethical use of artificial intelligence and protect the rights of individuals and communities (Toews, 2021). Research shows that the application of artificial intelligence opens numerous ethical and security challenges that need to be answered and prevented (Denić N., 2018). In this sense, the very process of implementing artificial intelligence is extremely important because if artificial intelligence systems are not implemented properly, they can threaten the physical safety and well-being of employees, which leads to a series of ethical challenges (Salvi del Pero et al., 2022). The ethical and safe application of artificial intelli-

gence represents one of the five goals of the Strategy for the Development of Artificial Intelligence in the Republic of Serbia for the period 2020-2025. year. Some authors point out that business ethics is a key component of successful and sustainable business in today's globalized world (Chladek, 2019).

## Artificial intelligence

The literature states that if it is true that with great power comes great responsibility, then artificial intelligence has become increasingly powerful and we are only beginning to understand its potential for its application (Krogue, 2017). The European Union has passed a law on artificial intelligence (AI Act), which should enter into force in 2025. The law classifies artificial intelligence into four levels of risk, from minimal to unacceptable, and prescribes penalties. Some authors state that due to the unique properties of artificial intelligence, such as its complexity, data mining, intelligence, etc. careful handling of these systems is required (Munoko et al., 2020). In this sense, human-machine interaction is dynamic, because artificial intelligence systems learn from human behavior and adjust their performance (Cebulla et al., 2023). It is important to emphasize that the inclusion of artificial intelligence in work environments brings many benefits, but at the same time raises significant ethical dilemmas and concerns (Saihi, 2022). However, with the rapid advancement of artificial intelligence, many ethical issues arise that need to be addressed (Esposito, 2019).

## Ethics and artificial intelligence

Ethics, as a branch of philosophy, deals with questions about morality, right behavior and values that guide our decisions and actions (Dyzenhaus, Reibetanz Moreau, & Ripstein, 2007). The ethics of artificial intelligence includes the principles and guidelines that govern the responsible development, implementation and use of artificial intelligence. Despite the central role of ethics in evaluating human actions and intentions, there are other perspectives for evaluating these actions that are not necessarily tied to ethical standards. The ethical and safe application of artificial intelligence implies the introduction of preventive mechanisms that will enable the responsible development of artificial intelligence and ways of verifying that systems based on machine learning are in accordance with the highest

ethical and security standards (Petkovic B., 2021). In this context, business ethics is a fundamental value that should not be neglected in a world where business goals are often emphasized (Bovee, Thill, & Mescon, 2007). Unfortunately, it is often applied in practice in the context of management, strategic planning or solving practical problems, that performance is the key, and not the ethical aspect of action (Gilbert, 2016). Experts in this field agree that there is a need for ethical boundaries when it comes to the creation and implementation of methods, techniques and tools, in order for this useful technology to serve society in a responsible manner. The essence of ethics in business lies in the moral values that companies adopt as their fundamental orientation (Baker, 2022). In this process, ethical dilemmas arise that can differ in their intensity, with some causing short-term confusion or discomfort, while others can cause serious personal distress (Tsiotsou et al., 2024). Well-known authors state that the starting points for considering ethics are really wide and varied (Pedulla, 2022). Ethics in artificial intelligence refers to moral principles and values that guide the development and use of artificial intelligence in business (Sokolov M., 2017). This includes issues such as privacy, bias, transparency, accountability and security. In that process, the first step in ethical work is understanding the ethical standards and codes applied in the IT industry. Some authors emphasize that artificial intelligence technologies are not inherently ethical or unethical (Poole & Mackworth, 2023). The ethical aspect of artificial intelligence requires a proactive approach that includes oversight, governance, and the constant pursuit of compliance (Eitel-Porter, 2021). Discrimination and prejudice are ethical dilemmas that have been present in the work environment for a long time (Salvi del Pero et al., 2022).

## Research methodology

This research work is based on many years of scientific research work and theoretical knowledge, acquired during studies, studying domestic and above all foreign professional literature, as well as on practical experiences of studying and monitoring ethical aspects of artificial intelligence implementation in business. The method we use is a critical analysis of the literature. Research methods are based on description, critical analysis and observation, com-

pilation method, presentation and assessment of the theoretical and practical aspects of the analysis of the ethical aspects of the application of artificial intelligence in practice from the point of view of business improvement. Essentially, the methodology of the combination of qualitative and quantitative methods of scientific research will be applied in the work. Synthesizing the results of the critical literature analysis allows us to formulate findings, recommendations or suggestions for further research, and contributes to the further development of this field.

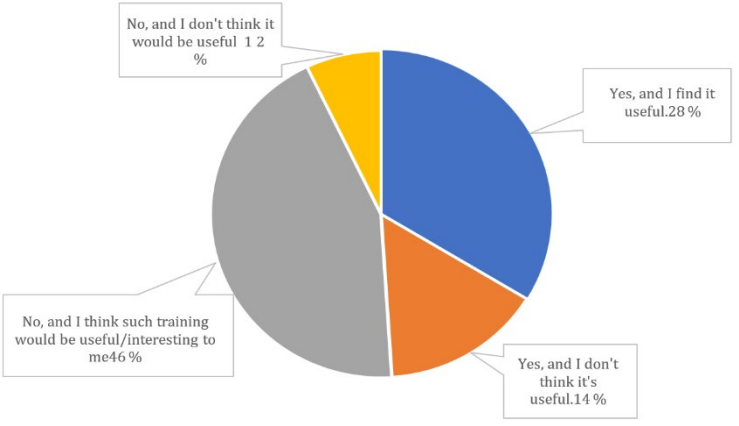
## Research results

The first and key aspect of the ethical treatment of artificial intelligence in a business environment is transparency (Bostrom & Yudkowsky, 2011). It is known that transparency is very important in social relations and in every business branch and industry, because it brings trust. Well-known authors state that transparency is considered one of the ethical principles of using and implementing artificial intelligence systems (Todolí-Signes, 2019). An example from practice when Microsoft was forced to delete an artificial chatbot that it presented on Twitter with the aim of improving its communication skills by interacting with users of this social platform best speaks in favor of the lack of transparency (Horton, 2016). Some authors state that bias and discrimination are ethical issues in the application of artificial intelligence that can cause harm to individuals or groups (Belenguer, 2022). This is followed by the opinions of the authors who state that this shows that, despite the age of artificial intelligence, maintaining an influence on human behavior and embedding ethical values must remain at the forefront of any discussion of business ethics. In addition, it is extremely important that employees know how to answer questions such as: what data is collected, how it is processed and what criteria the algorithm uses to make a certain decision (Todolí-Signes, 2019). The research results show that data protection and privacy are one of the most important aspects of ethical behavior in the IT sphere, which directly interests users when they open profiles, buy or communicate over the Internet and use artificial intelligence methods, techniques and tools. On the other hand, excessive trust in artificial intelligence systems, here primarily referring to large language models, leads to misuse of artificial intelligence methods and tools and blind trust in these systems, which certainly leads to undesirable consequences from an ethical

perspective (Fui-Hoon Nah et al. 2023). In this context, another aspect that needs to be explored and considered is fairness (Barocas, Hardt, & Narayanan, 2023). The literature states that the solution to the ethical dilemma is for employees using artificial intelligence systems to rationally check and engage in verification procedures of information or solutions they receive from artificial intelligence (Fui-Hoon Nah et al. 2023). In practical application, ethical principles in VI systems are manifested through program code, algorithmic processes and implemented filters. In order to avoid some of the ethical dilemmas as much as possible, attention should be paid to the development of algorithms, with an emphasis on the inclusion of elements that enable personal reasoning, choice and decision-making by employees (Todolí-Signes, 2021). Experts who produce and improve artificial intelligence should possess professional integrity and independence, which means that they are completely independent from external influences of organizations and personal interests, which may influence their decisions. Well-known authors state that developers, users and organizations dealing with the use of artificial intelligence have a key role in taking responsibility for their actions (Corcoran, 2023). This is followed by authors who point out that responsibility faces many ethical challenges in the context of artificial intelligence (Stahl et al., 2023). In this context, machines are certainly not inherently moral agents and therefore cannot be held responsible for their actions (Johnson, 2006). Some authors point out that responsibility means that a certain person or organization can be associated with the responsible use of a certain artificial intelligence system (Salvi del Pero et al. 2022). When a certain task is transferred from an employee to an artificial intelligence system, there is a gap in responsibility between them, i.e. who takes the blame for mistakes or takes credit in such a case (Munoko et al., 2020). As part of this, the challenge of motivating employees arises when their achievements are attributed to artificial intelligence tools (Flöther and Hoffmann, 2024). Companies should mitigate these effects by investing in retraining programs and hybrid approaches that combine artificial intelligence with human emotional intelligence (Kumar and Suthar, 2024). Fairness and non-discrimination, central to stakeholder theory, remain critical to ethical business practices when dealing with artificial intelligence (Harvard Business Review, 2020). The main challenge of the

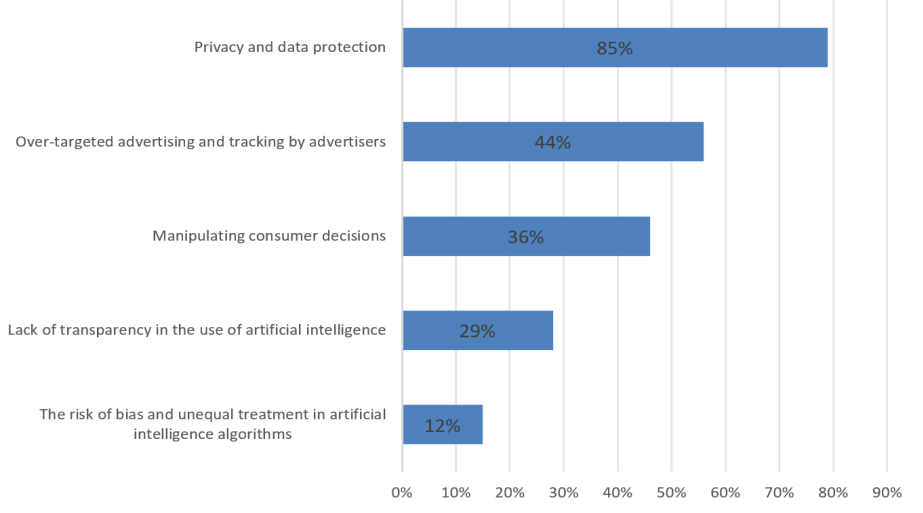
ethical dilemma of responsibility in the use of artificial intelligence is related to taking responsibility, because the development and operation of artificial intelligence systems involve the roles and resources of different individuals, organizations, hardware components, software algorithms and users, often in complex and dynamic environments (Stahl et al., 2023). Efforts to develop and implement artificial intelligence must be in accordance with ethical standards to ensure that the technology serves a good purpose, while companies and states must invest in the development of the technology in order to exploit its potential and at the same time minimize possible risks (Nosova et al., 2023). Developers of artificial intelligence systems are responsible for ensuring the ethical and responsible development and application of their technologies, which means they should help reduce bias, ensure transparency, and provide adequate documentation (Salvi del Pero et al., 2022). In this sense, companies and business systems must ensure transparency in handling data and enable consumers to control their personal data (Naz and Kashif, 2024). Research in practice suggests that although the employer often bears primary responsibility for the consequences of decisions made by artificial intelligence in the workplace, it remains a complex and intricate issue with shared responsibility among stakeholders involved in the development, implementation and use of artificial intelligence (Salvi del Pero et al., 2022). The latest research showed that respondents in the sample (N=126) have a divided opinion on the use of artificial intelligence, the results also show that the more educated, those employed in the IT sector, and respondents who have more knowledge about artificial intelligence have more positive attitudes.

**Figure 1: Training on the use of artificial intelligence and its ethics (u %)**



Research shows concerns about the disappearance of professions due to advances in artificial intelligence, as well as concerns about potential discrimination by artificial intelligence based on gender, race, sexual orientation and financial status. It is important for employers to provide employees with transparency regarding these systems, as this approach can reduce employee uncertainty and anxiety, and consequently provide them with more information to assess whether the algorithm is working properly, thus avoiding potential errors or detecting them more quickly (Todolí-Signes, 2019). It is important to ensure the wide availability of artificial intelligence and prevent the concentration of power in the hands of a few (Rosenstrauch et al., 2023). Automation of work processes through artificial intelligence inevitably leads to changes in the labor market (Kopalle et al., 2024). According to the same author, the ethical challenge is not the immediate loss of jobs, but the consequences at the macroeconomic level or the labor market (Kopalle et al., 2024). In this sense, industry must actively participate in designing workplaces that combine human skills and artificial intelligence, enabling sustainable growth and social inclusion (Kopalle et al., 2024). On the other hand, many ethical dilemmas arise, such as the loss or displacement of jobs due to automation, which can be reflected at the macroeconomic level as high unemployment rates (D'Cruz et al., 2022).

**Figure 2: Ethical aspects of the use of AI**



Of the 64 respondents who took part in the survey, 85% expressed concern about this aspect. This was followed by over-targeting and ad harassment, which was a concern for 44% of respondents. Manipulation of consumer decisions was a concern for 36% of participants. A less prominent, but still significant, concern was the lack of transparency in the use of artificial intelligence, which was highlighted by 29% of participants. While 12% indicated the risk of bias and unequal treatment. The ethics of using artificial intelligence in a business environment is of fundamental importance, as the technology becomes more and more present in decision-making processes, automation and interactions with customers.

## Discussion of results

According to eminent authors, artificial intelligence will eliminate some jobs and at the same time create new ones, especially in fields or industries that require high skills (Gerlich, 2024). In the evaluation of ethical aspects, it is necessary to take into account both transparency and fairness (Simion and Popescu, 2023). The Law on Artificial Intelligence in the Republic of Serbia, which is in preparation, classifies systems into four categories according to the level of risk: Unacceptable risk, High risk, Limited risk and Minimal risk. The literature states that ethical practices in the ethical dilemma of job insecurity include ensuring a just transition and retraining opportunities for individuals (Kandasamy, 2024). Although it is known that AI can improve user experience and efficiency, challenges such as data quality, privacy issues and integration costs remain. Some authors in this context state that it is crucial that companies, as part of their social responsibility, actively support opportunities for retraining and development of competencies that enable employees to acquire the knowledge and skills necessary to work in an artificial intelligence environment (D'Cruz et al., 2022). Businesses and organizations must clearly explain how AI systems work and inform customers about the collection and use of their data (Naz and Kashif, 2024). In addition, it is necessary to develop strategies that will reduce the negative social and economic consequences of automation and ensure that all stakeholders benefit from technological progress (Kandasamy, 2024). In our environment, the focus of the recently implemented ethics and artificial intelligence project was, among other things, on two of the five special goals of the Strategy for the Development of Artificial

Intelligence in the Republic of Serbia, namely (1) the development of education aimed at the needs of modern society and the economy conditioned by the progress of artificial intelligence, and (5) the ethical and safe application of artificial intelligence. Some authors state that current discussions examine the best approaches that will minimize potential disruption, ensure that AI achievements are widely shared, and encourage competition and innovation, rather than suppressing it (Ford, 2015). Research results show that the use of artificial intelligence leads to a number of ethical problems, including issues related to bias, transparency, accountability and possible negative impact on employment and society. In the ethical context of the development and use of robotics and artificial intelligence, it is crucial to ensure that the technology benefits people and does not harm them (Doncieux et al., 2022). Authors Naz and Kashif (2024) emphasize that while privacy issues in AI-based business are well-researched, ethical issues such as consumer manipulation and algorithmic bias need to be better understood. Efforts to develop and implement artificial intelligence must comply with ethical standards to ensure that the technology serves a good purpose, while companies and states must invest in the development of the technology in order to exploit its potential and at the same time minimize possible risks (Nosova et al., 2023). Research results in practice show that artificial intelligence has large energy needs, which contributes to carbon emissions and environmental degradation and sustainable development. Some of the possible solutions to the ethical dilemma of environmental protection and sustainable development, i.e. achieving sustainability, are: investing in green technologies, optimizing algorithms for energy efficiency and using renewable energy sources in data centers and artificial intelligence operations (Kandasamy, 2024). In this sense, the development of digital literacy skills, engineering knowledge and critical thinking is crucial in order to overcome these difficulties (Walter, 2024). It also brings ethical challenges, such as data privacy and replacing human jobs with automated systems (Zawacki-Richter et al., 2019). The literature suggests that sustainable practices, such as using renewable energy sources and optimizing computing efficiency, can help mitigate these impacts (Kumar and Suthar, 2024).

## Conclusion

Research results show that the accelerated development of new technologies and methods of artificial intelligence techniques and tools has the potential to help society, but also to cause harm. Based on the research, it can be concluded that ethics play a key role in the correct and useful use of artificial intelligence in the business world. In this context, it can be said that trust in artificial intelligence, as well as trust in those who manage it, is an ethical challenge. This research contains a theoretical and empirical part, on the basis of which it contributes to a better understanding of the complexity of ethical dilemmas brought about by the introduction of artificial intelligence into the working environment of individuals, and enables the creation of guidelines for its ethical and sustainable use. The research results indicate that solutions should be found for ethical challenges, especially related to privacy protection and transparency in the use of artificial intelligence for marketing purposes. It is clear that unacceptable or unethical use of artificial intelligence carries potential negative consequences, from discrimination and privacy violations to loss of trust in the technology. In this sense, understanding ethical standards, transparency, privacy protection, maintaining integrity, economic and social responsibility, continuous improvement and making ethical decisions are key steps that IT professionals can take to enable their solutions to work and serve a better and fairer society. Further research into the ethical application of artificial intelligence in business could focus on detailed research on, for example, the psychological effects of artificial intelligence in other areas, further linked to cultural and geographical contexts.

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# PARADIGME PRIMENE VEŠTAČKE INTELIGENCIJE SA ASPEKTA ETIKE U UNAPREĐENJU KVALITETA

**Sažetak:** U ovom istraživačkom radu, na osnovu sistematskog pregleda relevantne naučne literature, biće prikazani rezultati istraživanja upotrebe veštačke inteligencije u kompanijama, sa etičkog aspekta. U ovom kontekstu, rad će istražiti pitanja koja proizilaze iz potrebe uspostavljanja etičkih smernica za efektivnu upotrebu metoda, tehnika i alata veštačke inteligencije. Za potrebe rada biće evoluirani različiti aspekti etike u vezi sa veštačkom inteligencijom i analizirani ključni izazovi koji se javljaju u poslovnim procesima kompanija i poslovnih sistema. Osnovni cilj je istražiti kako se etički ponašati u ovom dinamičnom okruženju, uz postizanje konkurentske prednosti i održivog razvoja poslovanja, odnosno identifikovati etičke dileme korišćenja veštačke inteligencije u radnom okruženju pojedinaca i formulisati preporuke kompanijama i organizacijama za njeno etičko korišćenje i implementaciju. Rezultati istraživanja ukazuju na neophodnost uključivanja etičkih principa već u fazi planiranja i razvoja veštački inteligentnih sistema. Rezultati pokazuju da je neophodno da kompanije i poslovni sistemi prepoznaju vrednosti kao što su pravičnost, transparentnost i odgovornost i da ih integrišu u svoju poslovnu praksu. Korišćen je kvantitativni metodološki pristup, sproveden na osnovu anketnog upitnika. Rezultati istraživanja primene veštačke inteligencije u praksi ukazuju da zaposleni ocenjuju sve organizacione prakse koje bi pomogle u smanjenju pojave etičkih dilema kao izuzetno važne i korisne, pri čemu je najveća identifikovana etička dilema smanjenje radne sposobnosti i veština zbog mogućnosti oslanjanja na sisteme veštačke inteligencije.

**Ključne reči**: veštačka inteligencija, poslovanje, etika, upravljanje kvalitetom