Chapter 15

Ethical Imperatives and Frameworks for Responsible AI Adoption in Digital Entrepreneurship

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ABSTRACT

This study explores ethical dimensions in AI adoption for digital entrepreneurship. Thematic analysis highlights transparency, fairness, and accountability. Findings recommend comprehensive ethical guidelines, inclusive decision-making, and robust accountability mechanisms. Practical implications extend to digital ventures, policymakers, and educators. Future research may delve into industry-specific nuances, cross-cultural analyses, and the longitudinal impact of ethical frameworks, contributing significantly to responsible AI adoption discourse in digital entrepreneurship.

INTRODUCTION

The relentless pace of technological advancement has propelled Artificial Intelligence (AI) into the forefront of digital entrepreneurship, permeating diverse sectors and reshaping the very fabric of business operations. The integration of AI technologies has become a pervasive force, offering unprecedented opportunities for innovation, efficiency, and competitive advantage. However, with this transformative

power comes an ethical imperative that demands careful consideration and principled adoption (Thakur, 2024) (Wamba, 2022). This introduction sets the stage for an in-depth exploration of the ethical imperatives and frameworks crucial for the responsible adoption of AI in the context of digital entrepreneurship. In the evolving landscape of technological evolution, ethical considerations play a pivotal role in steering the trajectory of innovation. As AI becomes increasingly entwined with entrepreneurial ventures, it is imperative to scrutinize the ethical dimensions inherent in its deployment. This research embarks on a nuanced examination of the ethical landscape, aiming to unravel the intricacies of responsible AI adoption in the digital entrepreneurship domain. At the heart of this exploration lies an acknowledgment of the profound significance of ethical considerations in the ongoing technological evolution (Dennehy et al., 2023) (Shore, 2022). The intersection of AI and entrepreneurship necessitates a delicate balance between harnessing the potential of cutting-edge technologies and ensuring that these advancements align with enduring ethical principles. The consequences of overlooking ethical dimensions in AI adoption are not merely theoretical; they bear tangible implications for stakeholder trust, societal well-being, and the sustained success of digital ventures. The central theme of the chapter is the imperative need for responsible AI adoption in digital entrepreneurship. Responsible AI adoption encompasses a multifaceted commitment to ethical principles, transparency, fairness, and a profound understanding of the societal impact of AI technologies. By laying the groundwork for a comprehensive exploration of ethical imperatives (Nguyen et al., 2023), this research seeks to contribute to the burgeoning discourse surrounding the ethical deployment of AI in the entrepreneurial landscape. As we navigate the intricate intersections of technology and ethics, it becomes evident that the responsible integration of AI is not only a moral obligation but a strategic imperative for sustainable and socially conscious digital entrepreneurship (Vogl, Rötzel, & Homes (2022)(Widayanti, & Meria (2023)

BACKGROUND

The dynamic evolution of Artificial Intelligence (AI) stands as a paradigm-shifting force within the realm of digital entrepreneurship, ushering in unparalleled prospects for innovation and operational efficiency. As businesses increasingly integrate sophisticated AI technologies, a critical focus on the ethical dimensions of this adoption becomes imperative. This chapter aspires to furnish a comprehensive background, specifically honing in on the ethical imperatives and intricate frameworks requisite for the judicious incorporation of AI in the landscape of digital entrepreneurship. Embedded within this exploration is a profound acknowledgment of the moral obligation to align technological advancements with enduring ethical principles, recognizing that ethical missteps not only jeopardize reputational standing but also wield tangible threats to stakeholder trust and societal welfare. Anchored in a broader context of ethical considerations governing technological evolution, the study adeptly draws upon established ethical frameworks such as utilitarianism, deontology, and virtue ethics, furnishing a meticulously structured lens for the nuanced analysis and guidance of ethically sound AI adoption (Akter et al., 2022)(Richey Jr, Chowdhury, Davis-Sramek, Giannakis & Dwivedi 2023). Navigating through the labyrinth of regulatory complexities, the chapter systematically addresses governance challenges encountered by entrepreneurs as they traverse diverse regulatory landscapes. Particular emphasis is accorded to the intricate concerns surrounding bias and fairness in the crucible of AI-driven decision-making, underscoring the indispensable need for strategic interventions to mitigate bias and ensure equitable outcomes (Kumar et al., 2023) (Misra, Sharma, Gupta, & Das (2023)

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