Chapter 8
Ethical Use of Artificial Intelligence in Organizations
The Role of Leaders

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ABSTRACT

The expectation of high performance, efficiency and innovation brought by the desire for sustainable competition advantage fuels continuous change and development. However, technologies such as AI facilitate many functions of organizations. While AI technologies increase efficiency and innovation in organizational processes, they also generate some threats. With the use of AI, some factors that increase the anxiety of employees/customers come to the fore. With the widespread use of AI, consequences such as the fear of losing the job, privacy violations, and obtaining

erroneous and ineffective information due to faulty algorithms may occur. However, the negative situations that may be encountered with the use of AI may differ. The fact that the use of AI is still very new increases the responsibilities of leaders in this regard. The situations that can be encountered with the use of AI may differ. In this respect, the leader's observations and research can enable them to develop proactive strategies. In this study, the discussion of strategies for the use of AI by leaders and the management of ethical responsibilities was made according to the literature review method. Scientific publications, articles, books, and reports obtained with the keywords determined in the research were systematically examined.

INTRODUCTION

Today, Artificial Intelligence (AI), as the most influential result of technological developments, has revolutionized almost every sector. AI can ensure that all determinants are taken into account during decision making processes. For the businesses, access to and use of information is very important in terms of performance. Businesses that want to gain sustainable competitive advantage should act through using all available variables when making decisions in their activities (Veselovskiy and Pogodina, 2020). AI technology can meet this need of businesses. Even the first experiences of using AI have transformed decision-making processes in terms of facilitating productive processes (Brynjolfsson & McAfee, 2014). While individual users use AI technology in simple and daily activities, businesses with large budgets and functions try to use it in almost every operation process (Wang, 2021). However, the increasing use of artificial intelligence in organizations brings with it some ethical concerns. Due to the role and responsibility of the leader in the organization, leaders have to control all organizational processes. Therefore, leaders should be aware of the ethical use of AI in organizations, both in terms of the organization, society and individuals. The ethical concerns and dilemmas created by the use of AI need to be evaluated from the perspective of leaders (Metcalf and Crawford, 2016). In this respect, this study discusses the role of leaders in the use and development of artificial intelligence.

The expectation of high performance in organizations, the expectation of efficiency and innovation brought by the desire for sustainable competition advantage fuels continuous change and development (Veselovskiy and Pogodina, 2020). However, technologies such as AI facilitate many functions of organizations. While AI technologies increase efficiency and innovation in business processes, they also provide usefulness with their easy accessibility. It is known that AI technologies have many benefits as well as some risks. With the use of AI, some factors that increase the anxiety of employees come to the fore. With the widespread use of AI, consequences

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