



A Seminar on

Ethical AI Practice in Business Strategy

Dr. M V Rawalani

MBA

Activity Report

Academic Year	2024-25
Program Driven by	
Quarter	III
Program / Activity Name	Capacity Building Program
Program Type	
Program Theme	Innovation and startups
Start Date	15-03-2025
End Date	15-03-2025
Duration of the Activity (in Mins)	60
Number of Student Participant	0
Number of Faculty Participant	70
Number of external Participant	
Expenditure Amount in Rs.	
Any Remark	
Mode of Session Delivery	Offline
Objective	
Benefit in terms of Learning / Skills /	
Knowledge obtained	
Feedback	
Video url (mp4)	
Photograph 1 (jpg)	Attached
Photograph 2 (jpg)	Attached
Overall report of the Activity (pdf)	As given below

Dr. P. H. Zope Convener IIC





1. Introduction

A seminar on "Ethical AI Practice in Business Strategy" was conducted under the esteemed guidance of Dr. M. V. Rawalani, a noted expert in Information Systems and Business Ethics. The session aimed to shed light on the growing influence of Artificial Intelligence (AI) in business and the pressing need to embed ethical considerations into AI-driven strategies. The seminar was attended by students, faculty members, industry professionals, and researchers interested in sustainable and responsible innovation.

2. Objectives of the Seminar

- To understand the integration of AI in business strategy.
- To explore the ethical implications and challenges of AI use in decision-making.
- To identify best practices for developing and deploying ethical AI systems.
- To promote awareness of regulations, transparency, and accountability in AI use.

3. Key Highlights of the Talk

a. The Rise of AI in Business

Dr. Rawalani began by discussing how AI is revolutionizing industries by enabling automation, enhancing customer insights, and optimizing supply chains. However, he warned that the rapid adoption of AI also brings ethical dilemmas related to bias, surveillance, data privacy, and job displacement.

b. Ethical Challenges in AI

The speaker outlined major ethical concerns:

- **Bias and Discrimination** in AI models.
- **Data Privacy and Consent** in AI-driven analytics.
- **Transparency** of decision-making algorithms (the "black box" problem).





- Accountability in automated decisions.
- **Job Displacement** and its socioeconomic effects.

c. Frameworks for Ethical AI

Dr. Rawalani shared international guidelines and frameworks, such as:

- OECD AI Principles
- EU AI Act
- Ethics Guidelines for Trustworthy AI by the European Commission He stressed the importance of human-centric AI and values like fairness, accountability, and transparency (the FAT principles).

d. Embedding Ethics in Business Strategy

The session explored how ethical AI can be a competitive advantage:

- Building customer trust through transparent AI use.
- Ensuring legal compliance and avoiding reputational damage.
- Using AI responsibly in HR, marketing, finance, and operations.
 He emphasized the role of ethical governance structures, AI audits, and crossfunctional teams in ensuring responsible AI deployment.

4. Interactive Session

An engaging Q&A session followed, where attendees discussed:

- Real-life examples of unethical AI use in companies.
- How small businesses can adopt ethical AI with limited resources.
- The role of academia in fostering ethical AI research and development.

5. Conclusion

The seminar concluded with a vote of thanks and a reminder that **AI** is not just a technological issue, but a deeply human one. Dr. M. V. Rawalani emphasized that the future of AI in business must align with ethical values, social responsibility, and sustainable development. His insights served as a call to action for future business leaders to integrate ethics into the heart of their AI strategies.











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