Building Business Ethics in Digital Era
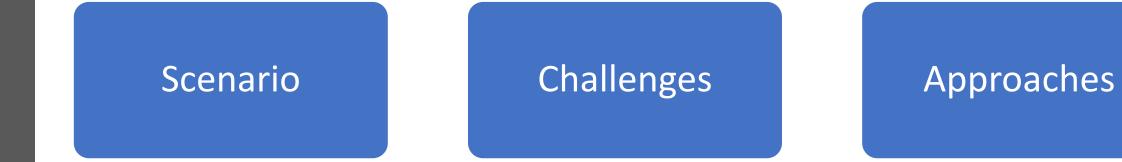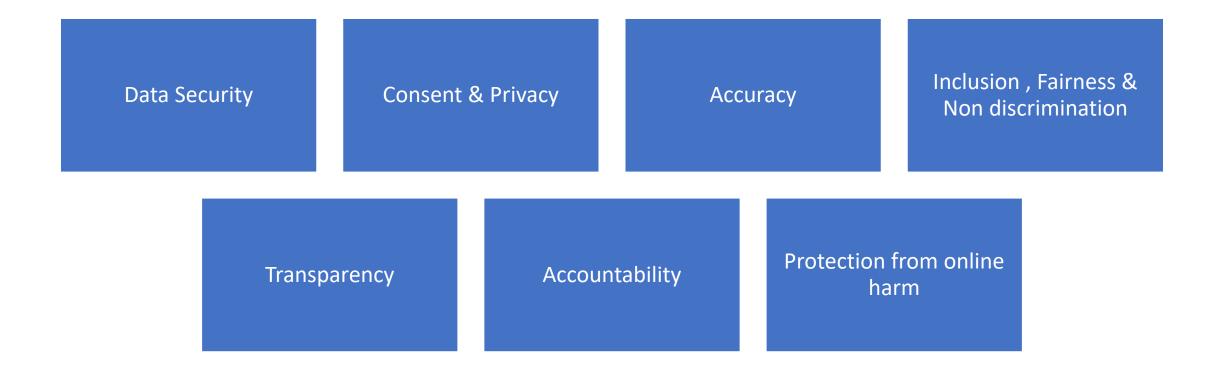
Scenario

Challenges

Approaches

Digital Era

Scenario

- Firms are increasingly becoming aware of the need to adapt to digital challenges through their activities, strategies, and routines.

- Firms have begun to optimize and improve their process efficiency through digital tools to ensure business continuity. As a result, digital capabilities are gaining popularity in a changing and turbulent environment.

- Previous studies have identified the use of specific capabilities, such as information technology (IT), Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML), and virtual reality, and their role in reconfiguring other capabilities and resources.

- Dynamic Capabilities Theory emphasizes on how firms reconfigure and renew their resources and capabilities over time in turbulent environments.

The Ethical Implications of Living in a Digital World...

Data Security

Consent & Privacy

Accuracy

Inclusion , Fairness & Non discrimination

Transparency

Accountability

Protection from online harm

Bawaslu, TikTok agree to curb election hoaxes

September 18, 2023 18:26 GMT+700

Head of the General Election Supervisory Agency (Bawaslu), Rahmat Bagja (left), and head of public policy and government relations at TikTok Indonesia, Firry Wahid (right), sign an MoU on checking the spread of hate speech and hoaxes during the 2024 General Elections, at Bawaslu's office in Jakarta on Monday (September 18, 2023). (ANTARA/Hendri Sukma Indrawan)

FINANCE

Bank Central Asia suffers massive data leal exposing 6.4 million customer records

August 1, 2023
Reading Time: 2 minutes

🔖 Save Article

J Journalist IBP
Journalist

Mahinda Arkyasa
Editor

Interview

Six million customers' data were leaked from PT Bank Central Asia Tbk (BBCA)'s MyBCA application database by hackers.

Initially, news of this leak was reported by the Twitter account (currenty known as 'X') @secgron, in July 2023. The hacked data was traded on the an online forum named Breach Forums.

"A threat actor at Breach Forums offers a login service to anyone's MyBCA account with only their name and account number. The perpetrator also attached a display

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Minister warns of AI abuse during Indonesia's 2024 General Election

October 19, 2023 17:42 GMT+700

Communication and Informatics Minister Budi Arie Setiadi in a door-stop interview in Jakarta on Thursday (October 19, 2023). (ANTARA/Fathur Rochman)

Jakarta (ANTARA) - Communication and Informatics Minister Budi Arie Setiadi warned of abuse of artificial intelligence (AI) to create negative content, such as deep fake in the digital space, during the 2024 General Election.

Ethical and legal conundrums with the usage of Artificial Intelligence

ETHICAL

Regulation

Privacy

Mitigation of Bias

Transparency

Relevance

Security

Robot rights

Cognitive Services

Bias

Legal & Ethical Considerations in AI

Accountability

Planning

Inclusion

Transparency

LEGAL

Governance

Confidentiality

Liability

Accuracy

Decision Making

Integrating Ethics into Digital Business Practices

1. Clear Ethical Guidelines

Deputy Minister of Communication and Information, Nezar Patria, at the AI Safety Summit (AISS) 2023 in London on Wednesday (November 1, 2023). (ANTARA/HO-Kemenkominfo)

" It is the responsibility of humans to ensure that AI development will improve people's welfare now and in the future

AI Ethics Principles

| Transparency | Accountability | Privacy & Security | Bias Mitigation | Empowering humans | Human Control |

Fahmi: Govt considers regulatory framework to address ethical issues in AI use

By Fuad Nizam - August 1, 2023 @ 12:33pm

Communication and Digital Minister Fahmi Fadzil said such a framework would help the government understand some of the challenges of using AI as a new technology and its impact on the employment sector.- BERNAMA Pic

2. Design for privacy, security and integrity

> " In the digital world, transparency and integrity
>
> must be the core values that guide professional behaviour.
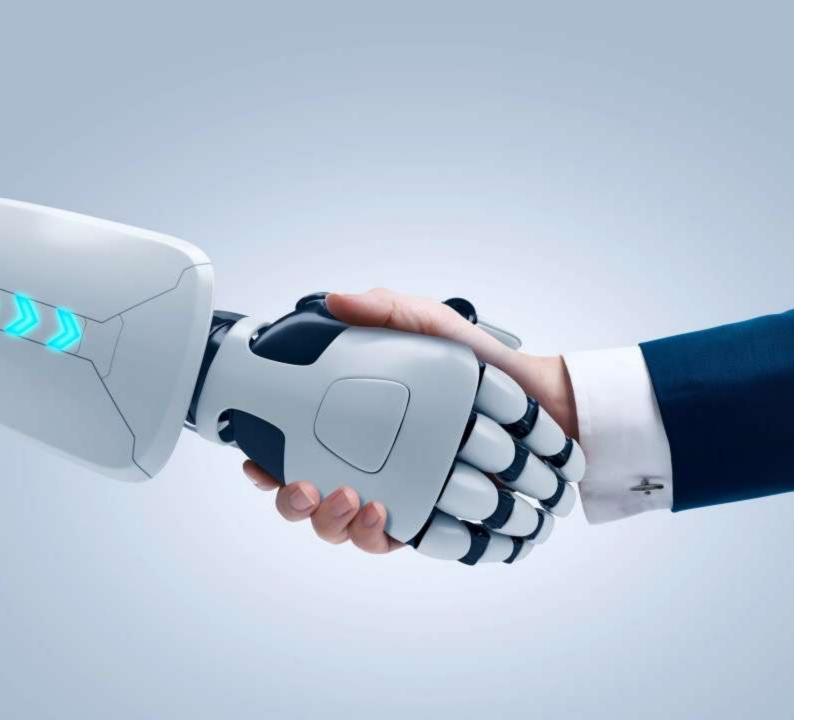>
> Organisations must use data in responsible and ethical ways. "
>
> – Dave Yardley

3. Education and Training

- The dynamism of business environmeng makes continuous education and training indispensable.

- Education shouldn't be limited to just technological skills but should also encompass ethical considerations associated with new technologies.

4. Promote trust

- Assuring data integrity must mean that organisations have a duty to ensure that the data they hold is subject to robust governance and audit procedures.

- Simply put, organisations must know that what was put there hasn't changed.

5. Transparency

- With the increasing complexity of IT systems and algorithms, there's a growing demand for transparency.

- Organizations need to elucidate how decisions are made, especially when using algorithms that impact users.

"Being human in the digital world is about building a digital world for humans."

Andrew Keen

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