

IED03

Integrating AI in Business Education: Balancing Innovation, Ethics, and Corporate Responsibility

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Abstract

This study explores the integration of Artificial Intelligence (AI) in business education, focusing on its alignment with the core values of ethics, corporate social responsibility, and innovation. The rapid adoption of AI technologies such as machine learning and intelligent tutoring systems offers opportunities to enhance pedagogical methods, personalize learning, and improve student engagement. However, these benefits come with ethical challenges, including data privacy, algorithmic biases, and transparency issues in AI decision-making processes.

The primary objective of this research is to critically analyze AI's application in business education, highlighting its potential to uphold ethical standards while improving learning outcomes. By synthesizing existing literature and examining case studies, the study demonstrates how AI can facilitate personalized education, improve corporate ethics discussions, and support a socially responsible business curriculum.

The research emphasizes the need for business schools to ensure fairness, accountability, and inclusivity in AI systems, addressing biases and data security concerns. By aligning AI with ethical considerations and corporate responsibility, business education can harness technology's potential while maintaining integrity and social impact. This study aims to guide future AI integration efforts, ensuring they enhance both educational quality and ethical development.

Conference Track

Innovative Education