N. L. Dalmia
Institute of Management
Studies and Research
(A School of Excellence of N. L. Dalmia Educational Society)

Ethics in AI

Unveiling the Dark Side of AI | Ethics and Accountability in Artificial Intelligence | UTKARSH 2023

CONTENT

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ABOUT THE **EPISTEME**

"Episteme" means "Spreading Knowledge". Every quarter, our team delves deeply into a particular HR issue to try to understand how the dynamic changes we see in today's corporations relate to shifting work systems, cultures, environments, and other relevant aspects, and how HR plays a key role in fostering the same. We welcome viewpoints and writings from professionals in the field, students, and our professors. We also discuss the HR-related lessons learned from numerous guest sessions and workshops led by professionals in the sector.

WHAT'S **NEW**

Episteme is back with its 10th edition to provide amazing insights on our theme titled, 'Ethics in AI'. The purpose of this theme is to highlight standards, norms and policies that direct the creation, implementation, and application of AI tools. It's vital to make sure that the creation and usage of AI systems adhere to ethical standards like justice, transparency, accountability, privacy, and safety as they become more complex and integrated into all facets of our life. Bias and prejudice, data privacy, algorithmic transparency, autonomy and accountability, and the effects of AI on work and society at large are only a few of the many issues covered by ethical considerations in AI. To make sure that AI technologies are created and deployed in ways that are advantageous to the organization as a whole, it is crucial to define ethical standards for AI.

NOTE FROM **TEAM EPISTEME:**

"The power of AI demands responsible stewardship. We have a duty to ensure that its development and use align with our ethical principles, fostering a future we can be proud of." - Sundar Pichai

As we navigate the remarkable advancements and pervasive influence of Artificial Intelligence (AI) in our modern society, it is crucial that we address the vital issue of ethics. Today, we wish to shed light on the significance of embracing ethical principles in the development, deployment, and application of AI technologies. Ethics in AI is not merely a buzzword; it represents an urgent call to action. With AI rapidly permeating various aspects of our lives, including healthcare, finance, transportation, and more, it is imperative that we ensure its responsible and ethical usage to safeguard the well-being of individuals and society as a whole. At the core of ethical AI lies the notion of accountability. As an AI-focused theme, we have a unique opportunity and responsibility to educate our readership about the potential ethical challenges associated with AI systems. The Episteme Team – The E-Magazine of the Human Resource Department of N. L. Dalmia Institute of Management Studies and Research have taken the chance to provide the students from the HR department a platform where they can share their insights on the theme "Fostering Ethical Practices in AI: A Call for Responsible Innovation." This magazine provides a range of contents from Guest sessions conducted by the HR Expert Talk Team to the National Level B- School paper presentation competition- Utkarsh and also highlighting the achievements of students in various competitions.

Presenting the Episteme Magazine Edition 10.

Congratulations, EPISTEME team, on another wonderful issue.

Recently, the business environment has become more difficult and turbulent. Organizations swiftly adapted to them due to their people management methods. It promotes business agility by utilizing cutting-edge HRM technologies. To foster organizational innovation, HR departments are gradually adopting agile ideas into their tasks. "AI in HR" is one technique that generates cutting-edge and emerging technologies; Artificial Intelligence significantly automates and completes the bulk of routine chores and allows HR practitioners to focus more on the strategic scope of work. Artificial intelligence has the potential to transform industries, increase productivity, and significantly improve our lives. However, with this power comes the enormous responsibility of ensuring that we create and use AI technology ethically that matches our values and benefits society.

I want to discuss the critical issue of ethics in AI. We must prioritize ethical issues in all facets of our work as we continue to push the frontiers of artificial intelligence and its applications. I'd like to invite you to participate actively in ongoing conversations and research on AI ethics. Could you keep up to date on developing ethical rules and best practices? Let us cultivate a culture of open conversation, critical thinking, and responsible innovation.

Prof. Dr. M. A. Khan
Professor & Director
(NLDIMSR)

Ethics in AI encompasses a range of factors that have a direct impact on the workforce and organizational culture. As HR professionals, we play a vital role in ensuring that the integration of AI aligns with our organizational values. The advancements we make in AI have the potential to reshape industries, revolutionize problem-solving, and impact society in profound ways. However, this progress must be accompanied by a strong ethical foundation to ensure that our work benefits humanity as a whole. First and foremost, it is imperative that we prioritize fairness and avoid bias in AI systems. We must be aware of the biases that can exist in the data used for training and take proactive steps to address and eliminate them. By doing so, we can prevent the perpetuation of discrimination and unfair treatment.

Dr. Chandrakant Varma

Associate Professor & HOD (HR)

(NLDIMSR)

As we navigate the ever-evolving landscape of artificial intelligence, it is crucial that we reflect on the ethical implications of our work. As artificial intelligence continues to transform industries and reshape the way we work, it is imperative that we examine the ethical considerations associated with its implementation from a human resource perspective.

Transparency is another vital principle we must uphold. As students venturing into the world of AI, we should design systems that provide clear explanations for their decision-making processes. Transparency will not only build trust among users and stakeholders but also enable them to hold the technology accountable.

Lastly, HR professionals should actively engage in ongoing education and professional development to stay abreast of the evolving ethical frameworks and best practices in AI. By deepening our understanding of ethics in AI, we can effectively contribute to organizational policies and practices that prioritize ethical considerations and human well-being.

Unveiling the Dark Side of AI :
Ethical Implications and Challenges

- Sakshi Shetty

AI systems have the potential to have a substantial impact on our lives as they become more sophisticated and complicated. AI must therefore be created and applied in an ethical and responsible manner. The possibility of unforeseen effects in AI is one of the key reasons why ethics is so crucial. For instance, if a facial recognition system favors some races or genders over others, this may lead to unjust treatment or discrimination. Like how a healthcare algorithm could lead to incorrect diagnoses or uneven access to care if it is not created with ethical issues in mind. Privacy and security may be significantly impacted by AI systems. If AI is used to gather and analyze personal data, it is crucial that the proper security measures are put in place to preserve this data and guard against its unauthorized use. When designing and implementing AI systems, several important ethical issues must be considered.

These consist of:Bias and Discrimination: Artificial intelligence (AI) systems must be created without bias and without discrimination. This involves making sure that algorithms do not discriminate racial or gender groupings or other protected classes. The data used to train AI models must be representative of various communities, and AI systems must be frequently evaluated to look for biases. Transparency: AI systems need to be clear and comprehensible. As a result, users must be able to comprehend the decision-making process and the relevant considerations.

Privacy and Security: AI systems must be constructed with security and privacy in mind to reduce the possibility of privacy violations. This involves putting in place the necessary protections to preserve personal information and stop it from being exploited.

Accountability: The actions taken by AI systems must be held users and developers re-

line of accountability for any unfavorable outcomes that might occur is crystal obvious

Human Oversight: AI systems must be built with human oversight in mind to avoid unforeseen consequences and guarantee that judgements are consistent with human values.


Ethics is an important factor to consider while creating and implementing AI systems. As these systems advance in sophistication, complexity, and power, it is crucial to make sure that they uphold human values and serve society as a whole. We can make sure AI is utilized ethically and responsibly by tackling important ethical issues including prejudice, transparency, privacy, responsibility, and human oversight.

The Moral Imperative :
Ethics and Accountability in Artificial

- Gayatri Pillai
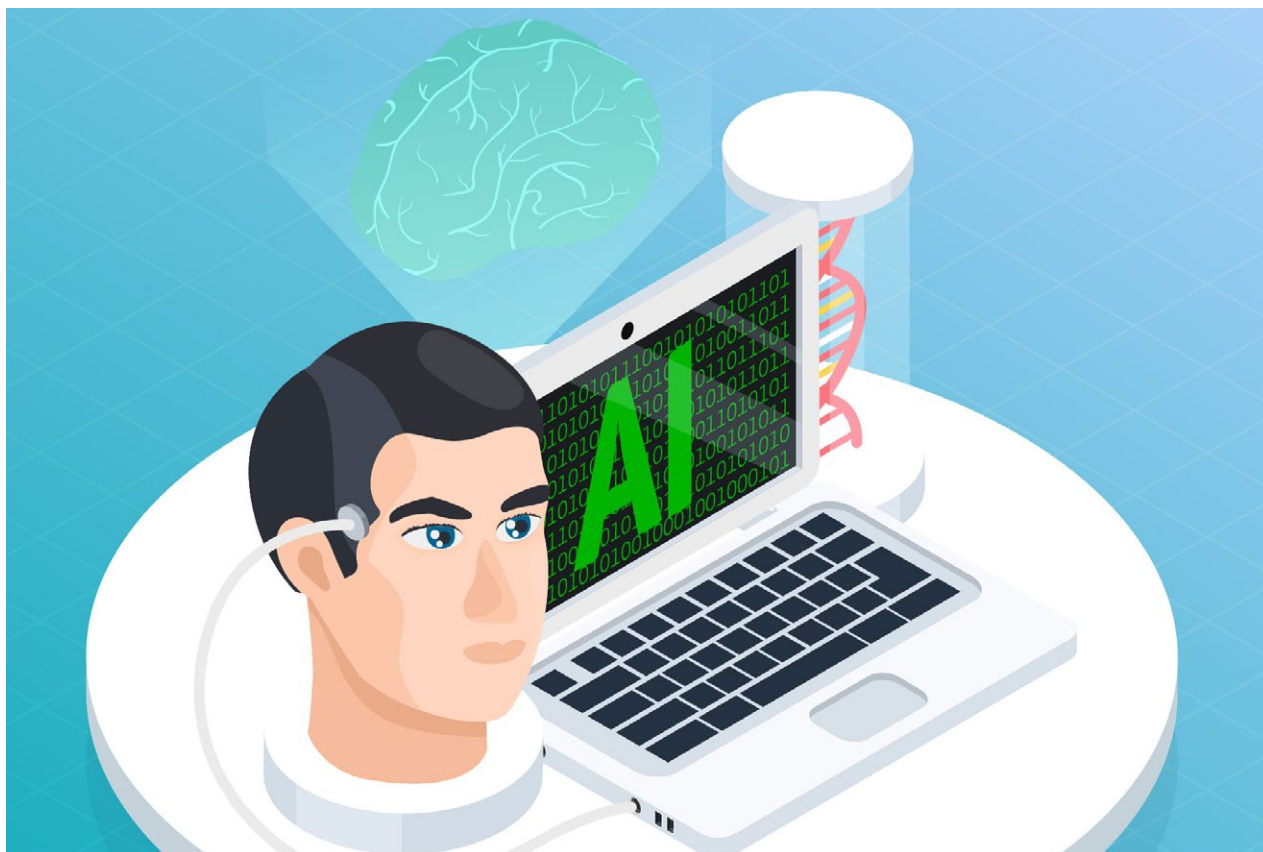
In a world filled with distinctive individuals, ethical and moral diversity are undoubtedly self-evident and have given birth to several perceptions and ideas. Some of them are righteous and contributory to society but we have also had our share of experiences with eccentric people and their unusual introspection about matters that impact humanity in several ways.

Every other idealistic person may or may not lead to an ethical road in life as such a person might claim their ideologies to be subjective. But these few among the crowd are enough to bring a massive impact on everyone. One such thing is Artificial Intelligence which has been bringing a significant influence on people for a long time.

As AI continues to rapidly advance; it is becoming increasingly important to examine the ethical implications of its implementation in society. From self-driving cars to facial recognition technology, AI is transforming the way we interact with the world around us, but its potential benefits must be weighed against its potential harms, and this can be done only if the challenges are addressed to develop a framework to ensure that these technologies are used in a way that aligns with human values.

Here, principles can be deduced as – First, Transparency as the algorithms and data used to train AI systems must be open to scrutiny, so that we get clarity on why things are the way they are. This leads to Accountability as AI systems and operators must be responsible for their actions.

This means that they must be designed to minimize harm and to take responsibility for any negative consequences that arise. One of the serious issues that makes everyone anxious is Privacy concerning their data. Biased algorithms can include racial bias, gender bias, and socioeconomic bias. This can lead to unfair treatment of certain groups of people.

In terms of Security, AI can be used for mass surveillance, which can violate people's privacy and civil liberties. This includes the use of facial recognition technology, which can be used to track individuals without their consent or knowledge.

The consequences not only affect individuals but also communities and the environment. Inclusiveness and collaboration between policymakers, industry leaders, and public can ensure that AI is developed and used in a way that respects our fundamental rights and aligns with our values as a society.

AI and Privacy :
Striking the Balance between Innovation and Individual Rights

- Shweta Chandra

If we talk about AI, then of course it's invented to make our life easier. It not only behaves like human, but also repeats the same task done by any human being. AI extracts information from the wider database. If we talk about its advantages and disadvantages, then AI is very well versed with finalizing and analyzing numerical transactions and sometimes good in analyzing theories. But still there is lack of human touch and still be unable to analyze certain areas, for instance consumer behaviour etc. In addition, as it extracts information from a wider database it should be well defined. For instance, AI knows that 1+1=2. But if in the system 1*1 is not fed, then then we will not get the answer.

For example: AI can be used to gather extensive information about individuals from various online sources, such as social media platforms. This information can then be used to craft highly targeted phishing emails, scam phone calls, or other forms of social engineering attacks to deceive people into revealing sensitive information or performing fraudulent actions.

We might have seen people complaining of talking about something when their mobile is near to them and at the next moment, getting pop- ups of advertisements showing that particular product they were talking about. Of course, it might be a serious issue as it is a threat to privacy. Of course, different companies are taking care that people's privacy is not affected and also all work is done ethically.

For example, if we see in Chat bots, if any abusive language is used, so AI will not be able to detect it and will show that the following search cannot be detected. Another example that can be given is of Developers that strive to create AI systems that are fair and unbiased. This involves ensuring that the training data used to train AI models is representative and diverse, and that the algorithms are designed to avoid discrimination or unfair treatment based on factors such as race, gender, or socioeconomic status.

In a nutshell, we can conclude that ethics in AI is of paramount importance as it shapes the responsible and accountable development, deployment, and use of artificial intelligence systems. With the potential to profoundly impact society, ethical considerations must be integrated into every stage of AI development, from design to implementation and beyond. Key principles such as transparency, fairness, privacy, and the avoidance of harm should guide the decision-making processes surrounding AI technologies. Furthermore, collaborative efforts between stakeholders, including researchers, developers, policymakers, and the public, are crucial for establishing ethical frameworks, regulations, and guidelines that address the complex challenges AI presents. By upholding ethical standards, we can harness the power of AI for the benefit of all, fostering innovation, ensuring societal well-being, and safeguarding human values in the rapidly evolving landscape of artificial intelligence.

UTKARSH 2023
Data and AI: The Future Of HR

Utkarsh Committee of N. L. Dalmia Institute of Management Studies and Research, Mumbai organized the National level B-School Paper Presentation competition 'Utkarsh', on 25th February 2023. The theme of the paper presentation for this year was 'Data and AI: Future of HR'.

The event began with Ms. Nidhi Shah and Ms. Sweenal Lopes welcoming all the attendees by giving a brief description of the competition and theme, followed by the auspicious hymn of Saraswati Vandana to seek the blessings of Goddess Saraswati.

Prof. Dr. Seema Saini welcomed the esteemed guests and the audience. She gave a brief introduction about the college and spoke about the vision and the mission of the institute and its efforts to create value -based quality education and to produce leaders with a global outlook. She lauded all the participants for beating their self-doubt to contribute to the event as the competition is not just about winning or losing.

Ms. Sweenal Lopes welcomed the Director of N.L. Dalmia Institute of Management studies and Research, Prof. Dr. M.A. Khan who has been contributing to the field of education for 34 years.

He also boosted the spirit of the participants and said that the event will be a great source of learning for all the attendees.

We then saw Prof. Dr. Chandrakant Varma, HOD, HR, shedding some light on the selection process and the difficulty the selection committee faced in shortlisting the top 5 participated teams for the event. Later, he welcomed all the participants and motivated them.

The judges for the event were, Mr. Debabrata Pattanayak, Director of Human Resources at Park Hotels, Miss Sharmila Gorde, Assistant General Manager, Diasys Diagnostic India Private Limited and Miss Kalpana Singh Asthana, Director of Human Resources at Miniso Lifestyle Pvt Ltd.

Team A (HR Innovators) was the first to present. We saw Mr. Devesh and Mr. Ayush from NMIMS, Mumbai presenting their views on Data and AI: The future of HR. They spoke about Evolution of HR, cutting edge technologies, how they conducted primary and secondary research. They analyzed how AI is used in different HR functions and they also discussed some case lets of IBM and Intel.

Team B (Nihon) Mr. Omeshwar and Ms. Niharika from N.L. Dalmia Institute, Mumbai talked about Types of AI which are purely reactive, limited memory, theory of mind, self-awareness and integration of AI and HR. They also talked about challenges and objectives faced by companies and discussed their results and findings.

Team C (Unstoppables) Ms. Rachna and Ms. Alvin from NDIM, Delhi. They spoke about importance of AI and explained their data collection sources, research methodology, results and analysis. They also spoke about implications of AI in HR.

Team D (Aspirers) Ms. Joyita and Ms. Gayathri from K.J. Somaiya, Mumbai started with talking about the emerging impact of AI and data in HR. They spoke about advantages and challenges of Data and AI in HR also explained AI using cases in HR and importance of data analytics in HR.

Finally, Mr. Kalpesh and Mr. Namita from Symbiosis, Pune shared their previous company's job roles experience by performing a small role play. They spoke about the impact of AI-Based Interview Chat bot on Recruitment and Selection. They presented a study on AI transforms HRM, chat bot revolutionize recruitment, addresses bias and discrimination, etc. They explained their methodology and findings and also talked about chat GPT

All the presentations were followed by a Question and Answer Session with judges where they shared constructive feedback and reviews.

This discussion provided an immense learning opportunity for all the attendees..

Prof. Dr. M.A Khan awarded Joyita and Gayatri from team Aspirers of K.J Somaiya Institute of Management as second runner up. They were awarded a cash prize of Rs.10000 with a trophy and a certificate.

The first runner-up was awarded by Prof. Dr. M.A Khan. Omeshwar and Niharika from team Nihon of N.L Dalmia Institute of Management Mumbai. They were awarded a cash prize of Rs.20000 with a trophy and a certificate.

The most awaited result was awarded by Prof. Dr. Seema Saini. Mr. Kalpesh and Ms. Namita team Pen Pals of Symbiosis Institute, Pune bagged the Winner title. They were awarded a cash prize of Rs.30000, a certificate and the winner's trophy .

At the end Prof. Dr. Minati Sahoo the faculty in charge of Utkarsh, expressed her heartfelt gratitude to all the judges for making the event successful on the behalf of the Team Utkarsh. The event concluded with the National Anthem.

GUEST SESSION :

BEEHIVE SOFTWARE

- Ishita Bheda

The event was conducted on 24th January, 2023 by the HR Expert Talk Team of N.L. Dalmia Institute of Management Studies and Research. The session started with Prof. Dr. Chandrakant Verma welcoming guests Mr. Rajiv Chavan and Mr. Ashwin Surendran from Beehive (HRMS Software).

Beehive Software Services provides state-of-the-art, technology-centric solution that help companies to develop, manage, reward and retain their most important asset – their people. With many years of experience in delivering HR software solutions in the field of complete Employee life cycle management. They have created a software which contains all in one HRMs and payroll based software. With this it helps the management to maintain the data easily and all in one place. They took us through their website highlighting its features.

Following HRM functions were discussed:
• Employee Lifecycle
• Recruitment & Employee On boarding
• Attendance & Leave
• Payroll
• Employee Self-Service - Mobile App
• Performance Management
• Employee Engagement (Pulse surveys)
• Asset Management

The students got a vivid idea of how the entire HRM system works and how efficient it makes the work of the management. That also helped out the students with their queries, and the session proved to be informative

GUEST SESSION :

HR PLANNING

- Nidhi Shah

On 21st February, HR Expert Talk Team of NL Dalmia Institute of Management Studies and Research organized a guest session on human resource planning. The session was conducted by Ms. Sreerupa Sengupta and attended by students and faculty members from HR departments of the institute.Biometric Devices.

The session began with an introduction by Ms. Sweenal, who provided an overview of Ms. Sengupta's background and expertise. This was followed by a welcome address by Dr. Chandrakant Verma, who presented Ms. Sengupta with a bouquet. Ms. Sengupta's presentation covered various aspects of human resource planning, including its importance in organizational effectiveness, the process of HR planning, and the challenges and opportunities in HR planning. She also shared real-life examples and case studies to illustrate her points and engage the audience. The session concluded with a vote of thanks by Ms. Sweenal, who expressed gratitude to Ms. Sengupta for sharing her insights and expertise. Dr. Caral D'Cunha presented Ms. Sengupta with a certificate as a token of appreciation. Overall, the guest session was a valuable learning experience for attendees, providing an opportunity to interact with an expert in the field and learn from her experiences and expertise.

GUEST SESSION :

LEARNING AND DEVELOPMENT

- Kevin Savla

Report on the guest session on Learning and Development by Ms. Poornima Nagare. On 4th March, 2023, a guest session on Learning and Development was conducted by Ms. Poornima Nagare. The session highlighted the importance of L&D and its cycle, L&D programs, modes of learning, and LMS software. Ms. Nagare emphasized the importance of L&D in today's dynamic business environment. She explained that L&D is necessary to improve employee performance, increase productivity, and retain employees.

She also discussed the L&D cycle, which includes identifying needs, designing training, developing training, delivering training, applying learning, and evaluating the training. She gave an example of Bluestar Ltd, where the needs of the sales team were predetermined, and they wanted better negotiation skills to close deals.

Ms. Nagare also discussed various L&D programs that companies can implement, including competency development programs, managerial development programs, leadership development programs, and campus induction programs.

She explained that diagnosing the problem is the trickiest part of the business needs program, and companies use the Kirkpatrick model to gauge the effectiveness of the program. The new trend is to focus on return on expectation rather than return on investment. The session also covered various modes of learning, including e-learning and self-learning. Ms. Nagare explained that after Covid, most learning is done online. The session concluded with a quote: "The only thing worse than training your employees and having them leave is not training them and having them stay." There were also questions and answers, and the session ended with a vote of thanks and appreciation. Overall, the session was informative and provided insights into the importance of L&D and how companies can implement effective L&D programs.

AVALOKAN 2023 :

A GAME CHANGER EVENT

During our first year of PGDM -HR, we received a wonderful opportunity to participate in an event called "Avalokan 2023"- A National HR Case study based competition, organised by Jaipuria Institute of Management, Indore where we secured first rank. I, Ms. Shweta Chandra, had participated with my HR classmates Ms. Saba Khan and Ms. Nidhi Shah. It was one round event where we were provided with an HR case study and we had to identify the loopholes and provide a solution. Although it was an online event but there was so much learning. All teams were competitive and had provided unique ideas and we learnt many theories. Overall, the event was a great success and the objectives of learning were achieved in the event.

I would like to thank my teammates for supporting me during the event and guiding me wherever I went wrong. Secondly, I would like to thank our HR professors for helping us get a clear idea about many concepts in HR that helped us in the competition. Lastly, I would like to thank Jaipuria Institute of Management for providing such a great platform for learning and acquire new skills.

MANTHAN :

BY HORIZON

On 11th March 2023, we got a chance to participate in the event organized by DOM's Nalsar University of Law, Telangana. I, Ms. Shweta Chandra had participated in the event along with Ms. Nidhi Shah, Ms. Saba Khan and Mr. Kevin Savla. The unique feature of the event was that there was a lot of learning in a 9 hour event. We emerged as the winners of this competition and were awarded certificates and cash prize of 10,000.

The first round was a creative round where we had to create a poem based on HR's perspective. The 2nd round was followed by a case study round where we had to provide solutions for a case problem of a company. The solutions were to be provided in word format. The time limit was 15 minutes.

The 3rd round was the longest round where we had to use the design thinking concept to provide a prototype for an HR problem. It was quite a long and brainstorming event that lasted upto 4-5 hrs. Initially we were taught about design thinking concept. Then we were provided the topics. Our topic was employee absenteeism. We had to brainstorm ideas and create a prototype after selecting the best idea. So we were also provided a mentor to guide us.

In a nutshell, I can conclude that we were not happy because we won. But we were happy because we got to learn more that we can apply in our corporate life.

Episteme