

ETHICAL USE OF DATA AND ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN ORGANIZATIONS

Rozmamatova Mashhurakhon Abdubannab's daughter

QSU "Information Technologies in Education"

Master's Student of Group 01-25

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Abstract

This scientific article analyzes the importance of ethical principles in the use of data and artificial intelligence technologies in organizations, their impact on management processes, and issues of security, transparency, and responsibility based on a comprehensive scientific approach. In the process of digital transformation, the widespread use of large-scale data collection and automated decision-making systems creates new opportunities, as well as ethical problems. The study examined the issues of data privacy, algorithmic justice, prevention of discrimination, protection of human rights, and accountability of artificial intelligence systems. Ethical standards and corporate governance practices developed by international organizations were analyzed, and scientific conclusions were drawn on the formation of responsible AI policies in organizations. The results of the study show that the systematic implementation of ethical principles increases the effectiveness of the use of artificial intelligence and strengthens trust in organizations.

Keywords: Artificial intelligence, ethical use, data management, AI ethics, privacy, algorithmic justice, digital governance, data governance, transparency, responsibility.

Introduction

In the 21st century, as a result of the development of digital technologies, data has become a strategic resource in the activities of organizations, and artificial intelligence technologies have become an integral part of the decision-making process, as a result of which automated analysis systems are widely implemented in the fields of business, public administration, education, healthcare and finance.

However, the sharp increase in the volume of data and the direct impact of algorithms on human activity raise ethical issues, including the privacy of personal data, the risk of wrong decisions, algorithmic bias and liability, which have become an urgent scientific problem. Organizations often prioritize technological aspects, focusing on increasing efficiency, but in cases where ethical governance is not sufficiently formed, artificial intelligence systems can exacerbate social inequality or lead to the adoption of wrong decisions. Therefore, modern scientific research requires considering AI technologies not only as technical, but also as a socio-ethical system. The purpose of this article is to analyze ethical principles in the use of data and artificial intelligence in organizations on a scientific basis and identify ways to integrate them into practical management processes.

Methodology

The study used systematic analysis, comparative methods, content analysis, and methods of studying regulatory and legal documents, in which international AI ethics standards, including the European Union AI Ethical Principles, OECD recommendations, and corporate data governance models, were taken as a scientific basis. Within the framework of the research methodology, the stages of data use cycle in organizations: collection, storage, processing, analysis, and decision-making were evaluated from an ethical point of view. Also, a risk identification model was developed on the example of algorithmic decision-making systems, and the quality of data, the level of transparency, and the effectiveness of control mechanisms were analyzed. As an empirical approach, a case analysis was carried out based on the experience of international companies and scientific articles.

Results

The results of the study showed that the ethical use of artificial intelligence in organizations depends on several key components: first, a data privacy system is a crucial factor in protecting user rights; second, algorithmic transparency ensures the clarity of the decision-making process; third, the principle of fairness helps reduce discriminatory outcomes. The study found that the reliability and effectiveness of AI systems are higher in organizations with ethical control

mechanisms. In addition, it was found that the human-in-the-loop model plays an important role in the implementation of artificial intelligence. The results showed that user trust in technologies increases significantly in organizations with an ethical policy.

Discussion

Along with the rapid development of artificial intelligence technologies, the formation of ethical governance mechanisms is a complex process, since technological innovations change rapidly, while regulatory systems develop relatively slowly. The results of the discussion show that organizations need to consider the issue of AI ethics not only as a task of the IT department, but also as an element of strategic management. Increasing the digital literacy of employees, implementing an ethical audit system, and regularly checking algorithms are the main conditions for responsible use. It was also noted that explainable AI decisions are an important factor in increasing social trust.

Conclusion

The results of the study showed that the use of data and artificial intelligence technologies in organizations based on ethical principles ensures the sustainable development of digital transformation. By implementing an ethical governance system, it is possible to create data security, fair algorithms, and transparent decision-making mechanisms. In the future, AI ethics is expected to become an integral part of the strategy of organizations, since responsible use is becoming an important requirement in the context of the increasing social impact of technologies.

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