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**International Scientific and Practical Conference**

**“Ethical implications of AI”**

Artificial intelligence (AI) is becoming more widespread and practical. While it offers comprehensive benefits from automation, it also raises ethical questions. The use of AI in different directions creates different ethical problems.

For example, in the application of AI to industrial automation, ethical issues are related to the complexity of social and labor adaptation to this process. One ethical issue that arises is false worker expectations regarding the impact of artificial intelligence. While workers may expect that AI will make their work easier, in reality, automation often leads to job cuts and layoffs.

The process needs to be more predictable and transparent to ensure the diffusion of AI in accordance with ethical norms. Another ethical issue is related to changes in the competencies required to perform professional functions in automated workplaces. Employees often fill gaps in their digital skills to remain competitive in the job market. A more ethical approach is to organize corporate training to develop the digital skills of employees in smart industries.

A further example is the use of AI in marketing and sales, where automation tools are used to identify consumer preferences and send mass mailings. From an ethical standpoint, this involves the collection of personal information, which should not infringe upon the rights and interests of consumers. It is important to note that mass advertising can often be intrusive, which should be avoided for ethical considerations.

In some cases, when consumers express interest in a company’s products, they may receive numerous advertising messages from that company encouraging them to make a purchase. Similarly, machine vision technology in smart cities collects information about their residents. It is crucial to respect ethical boundaries and refrain from intruding on an individual’s personal space.

 It is also worth considering the experimental practice of using AI in the activities of the state apparatus. Pilot projects introducing AI into the practice of providing information and consulting public services have shown that automation has several limitations. It is ethically wrong to force consumers to interact with audio and chatbots that cannot understand them, thus denying them the opportunity to communicate with an operator.

The use of AI in decision-making, for example in legal practice, is even more controversial from an ethical point of view. Critics argue that that the narrow thinking of AI does not take into account the wide range of emotional components of human behavior, which can lead to an inability to assess situations objectively and to unfair decisions.

The ethical implications of AI extend beyond technical considerations to encompass psychological, sociocultural, and philosophical issues. These issues are related to the fact that AI technologies are more widespread in some societies than in others. This phenomenon represents a form of digital divide caused by differences in people’s psychological readiness to use AI and their possession of different sets of digital competencies.

The literature on the ethical issues of AI application is extensive and well-developed. However, existing publications tend to address ethical issues of using AI in isolation, rather than providing a holistic scientific understanding of the topic. This conference aims to address this shortcoming and promote a more comprehensive understanding of the ethics of using AI.

**The International Scientific and Practical Conference “Ethical Implications of AI”** aims to form a systematic scientific concept of AI ethics, a comprehensive theoretical and methodological study of ethical contradictions of AI application, as well as the development of complex applied solutions, scientific and practical recommendations to resolve these contradictions.

The conference invites all those interested in the ethics of artificial intelligence, including university professors, students, graduates, representatives of government bodies regulating the digital economy, public organizations, and businesses. We welcome multidisciplinary papers and research conducted in various fields of scientific knowledge, such as economics, law, education, psychology, culture, philosophy, sociology, and technology.

The conference offers opportunities to participate as a speaker or listener. It will be held in full-time form, online format is also possible. The conference will be organized around the following discussion platforms:

1. Philosophy and culture of ethical use of artificial intelligence;

2. Ethics of organization of work and workplaces in the use of artificial intelligence;

3. Ethical requirements for rationality in decision making with intelligent support from artificial intelligence;

4. Ethics of human resource management in smart manufacturing;

5. Ethical marketing with the use of artificial intelligence in sales;

6. Ethical application of artificial intelligence in public administration and provision of public services;

7. Ethical issues of functioning and development of “smart” territories (regions, cities, rural areas);

8. Specifics of ethical application of artificial intelligence by sectors of the digital economy.

Research materials submitted to the conference will undergo double-blind peer review and will be published in an international scientific book indexed in the Scopus scientometric database.