

# Chapter 6

## The Impact of Artificial Intelligence on Achieving Corporate Social Responsibility

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### **ABSTRACT**

*The emergence of the concept of social responsibility in the early decades of 20th centuries, the businesses or companies started to strengthen the relationship with stakeholders including employees, customers, and communities. The Artificial Intelligence can help the corporations to measure the demanding CSR's initiatives, related to the specific population, community, or a country, including but not limited to the community engagement, employee well-being, human rights, education and skills development, promotion of health, climate change and advancement to the access of technology and literacy in remote and deserving communities. This chapter will address the role of Artificial Intelligence in addressing the CSR's followed by the corporations. Further, the chapter will discuss the gap analysis between the risk attached to the ethical use of AI in data analysis. Lastly, the chapter will scrutinize the impact of AI to provide robust backing to the corporations.*

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## **INTRODUCTION**

The emergence of the concept of social responsibility in the early decades of 20<sup>th</sup> centuries, the businesses or companies started to strengthen the relationship with stakeholders including employees, customers, and communities. CSR is bonded with the concept of “Corporate Citizenship” and vastly acknowledged in this post-modern era of industrialization to the big data, meaning thereby, the emergence of the promising role of Artificial Intelligence has already revolutionized the different sectors of industries and businesses. The Artificial Intelligence can help the corporations to measure the demanding CSR’s initiatives, related to the specific population, community, or a country, including but not limited to the community engagement, employee well-being, human rights, education and skills development, aid during natural or humanized disasters, promotion of health, climate change and advancement to the access of technology and literacy in remote and deserving communities. This chapter will address the role of Artificial Intelligence in addressing the CSR’s followed by the corporations. Further, the chapter will discuss the gap analysis between the risk attached to the ethical use of AI in data analysis and the regulations attached to the unethical or unacceptable high risks during the use of AI’s data analysis and decision-making techniques. Lastly, the chapter will scrutinize the existing trends in achieving the CSR’s and the impact of AI to provide robust backing to the corporations.

### **An Overview of AI and Method of its Working**

Innovatively, in 1950, a mathematician Alen Turning raised a question concerning “whether machines can think?” (OECD, 2019). However, the first time AI term was used in 1955 by different computer scientists like John McCarthy, Nathaniel Rochester and others. John McCarthy was a cognitive scientist and a computer scientist who technically posed the AI term and also founded the discipline of AI (Biresaw, 2022). As far as AI research is concerned, the patent families of about 340,000, as well as more than million and a half scientific papers regarding the different aspects of AI remained published from the early 1960’s until 2018. The submission of AI related patent applications increased by 6.5% on an annual basis from 2011 to 2017 (WIPO, 2018).

The large accessibility of data. computational power and connectedness breakthroughs the opportunities for machine learning including deep learning and neural networks along with increased funding herald the new era of creativeness and innovation in the IT sector of AI. (Ben-Ari, et al, 2017).

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