Virtue Ethics and Artificial Intelligence in Business

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What is an excellent, flourishing, human being (Kim and Mejia 2019) in the world of automated businesses? Is it possible to have virtuous machines in automated businesses? These are but a few of the many questions this project seeks to answer. Certainly, concerns for human flourishing is increasingly paramount in the current accelerated incorporation of AI in everyday business activities, and since virtue ethics is one of the few ethical theories that is agent-centered, it safeguards the pursuit of the good life in an automated business because a virtuous organization encourages the flourishing of its workers and clients, as well as the attainment of the economic goals it seeks to achieve. AI automated businesses present concrete challenges of data privacy, transparency, designing ethical algorithms to counter algorithmic biases, and robotic replacement of humans in the workplace; therefore, the use of virtue ethics in tackling these challenges will guarantee a flourishing organization. However, although virtue-based discussions have been gaining ground in the AI community, the development of the virtue ethics theoretical framework suitable for employing these machines in business is still lacking. Hence, the need for this research. The research is based on three main objectives: • A systematic literature review with bibliographic analysis on AI ethics articles in business and management to give insight into the ethical tendencies present in AI ethics. • A formulation of a virtue ethics theoretical framework to address how a rights-based approach and a virtues approach can complement each other in balancing privacy and transparency concerns in automated businesses. • Finally, a literature study on how Catholic Social Teaching can orient the challenges posed by AI automation in business will be done. Concrete attention will be paid to proffering a practical wisdom-based solution to the fusion and eventual replacement of humans with robots in the workforce.