Ethical Artificial Intelligence in Business Consortia

Helping companies rapidly gain the benefits of AI.

“AI brings both tremendous value and potential harm.”

“Sector-specific consortia supported by world-leading experts in AI.”

Business areas for consortia in development

- HR
- Legal
- Marketing
- Customer relations
- Business intelligence
- Logistics
- Supply chain

Capitalising on the Artificial Intelligence (AI) revolution is now a key business driver. However, AI comes with significant issues. Black boxes – which can help – can also bring important business challenges such as how to maximise value gained.

Further, despite the tremendous value AI delivers, it comes with the potential for harm as well. Brand damage, ethical damage, poor decision making, and, in extremis, illegalities. We are aiming to equip companies with the tools to help maximise the benefits and minimise the potential negative impact of AI so they can focus on the advantages.

We are creating sector-specific consortia of companies that will be supported by a diverse group of world-leading experts in technology, business, social science and life science, to understand the issues of deploying AI in business functions (including maximising benefits, testing and validating performance, risk management, potential of brand damage, disruptive business models, biased databases, etc.). We will create unique tools, training and outputs to help members of the consortia plan for and overcome these issues.

For further information or to discuss your involvement contact Kevin Maynard in the Oxford Brookes Research and Business Development Office: kmaynard@brookes.ac.uk Tel: 01865 484235

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