Artificial Intelligence at the Service of the Common Good and Cooperation. Study of Business Models

Before diving into the topic of my research paper I believe that is important to understand what Artificial Intelligence (AI) is. Oxford dictionary defines it as 'the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.' Simply put, artificial intelligence is when computer systems have been trained to be fully capable of doing complex tasks that would usually require the intelligence of a human.

Artificial intelligence has become one of the biggest talking points in the media in recent years due to the potential (and the potential problems) surrounding it. It has been implemented into so many sectors, such as, manufacturing, technology, retail and business (Insights, 2021).

With AI continuously evolving, it should bring so many opportunities for innovation, efficient work and growth. That being said, however, there is only limited understanding of what makes AI socially good in theory, what counts as AI for social good in practice, and how to reproduce its initial successes in terms of policies (Floridi, Cowls, King, & Taddeo, 2021) This thesis, titled "Artificial Intelligence at the Service of the Common Good and Cooperation: Study of Business Models", aims to explore how AI can be used for the common good, with emphasis on sustainable and cooperative business models. The goal is to research where companies are integrating AI into their current business models and how they plan to further integrate it in their future.

Approach to the Study

Since its inception, AI has mainly been used to optimise operations within businesses, improve customer service and make companies more money, but this paper aims to investigate how AI could be used to benefit everyone. Covering the following topics; AI ethics, business innovation and social entrepreneurship.

This work will look at AI ethics, business innovation, and how problems in the world can be improved with AI. AI started off being used in businesses to improve operations, consumer experiences and to help make higher profits. However, it is only recently that people have turned to trying to understand the potential that it has to help with the common good. This study will focus on exploring the new avenues that we could potentially see AI improve, things such as sustainability, access to essential health services and inequality. The study will analyse how cooperative business models, who run on the idea that those who use an enterprise — the members — should also own and govern it. Cooperative members decide to produce, how to do it, and what to do with the profits. The goal is to make businesses truly accountable to those they claim to serve (Schneider, 2023).

Relevance of the Study

This study is extremely relevant due to the growing concern around the ethical implications of AI as it continues to grow in popularity. Companies are adopting more socially responsible practices with Corporate Social Responsibility (CSR) being a huge topic these days. With AI becoming more and more relevant in our daily life, many questions regarding its impact on labour markets, privacy and biases. Have popped up. This thesis is relevant as the need to develop business models that use these AI technologies in an ethical manner, promoting inclusivity, cooperation and the common good. There is a need to review AI applications in cooperative and socially responsible business structures because it will be very important in generating value for the company, but also contributing to the common good and the well-being of the stakeholders and the average person.

Objectives

The primary objective of this research is to identify and analyse business models where AI is used to promote the common good, focusing on cooperation.

Specific objectives include:

1. To examine the current use of AI in cooperative and socially responsible businesses.
2. To evaluate the impact of AI on business models that prioritize inclusivity and sustainability.
3. To propose frameworks for integrating AI into cooperative business models that support collaboration, shared ownership, and ethical decision-making.
4. To review the challenges and opportunities associated with aligning AI technologies to the goals of social welfare and cooperation.

Methodology

This thesis will use a mixed-methods approach, using both qualitative and quantitative analyses. To gain insight into the theory of AI development, relevant literature will be reviewed, looking at already conducted research on AI, business ethics and cooperative business model. Case studies of companies that are already integrating AI to be used for good will be analysed to demonstrate the real-world applications. Using the data collected, this thesis will recommend certain frameworks for businesses that are looking to incorporate AI in a cooperative and ethical way. This paper aims the provide insights for companies who are looking to combine the advancements in the AI technology to the benefit of society.

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