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Panel Discussion: CIO Panel on Ethical Framework for AI & Big Data

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Panel Proposal: CIO Panel on Ethical Framework for AI & Big Data

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* *Note: Names are in alphabetical order*

PANELISTS:

Mr. Murali Balakrishnan, Chief Information Officer at TIDI Products

Dr. Gaurav Bansal (Moderator and Panelist), Frederick E. Baer Professor of Business at UW-Green Bay

Mr. David Cagigal, Chief Information Officer at the State of Wisconsin

Mr. Raman Mehta, Chief Information Officer at Visteon

Mr. Todd Thiel, Vice President - Information Technology at SECURA Insurance Companies

This panel discussion will bring academia, business and government perspectives on the need for an ethical framework that governs core values and principles for the use of Artificial Intelligence (AI) and Big Data in enterprises. As AI becomes more embedded in enterprise decision making, safeguards need to be in place to periodically ensure that these so-called black box algorithms adhere to the core values of an enterprise. Business leaders have the challenge to be trustworthy in the age of artificial intelligence. They need a new ethical framework that redefines how they use AI in their products and services and innovate safely and confidentiality. This framework will address important ethical issues around fairness, privacy, accountability, interpretability, confirmation bias, and transparency. It will help business leaders in striking a balance between protecting their enterprise IP vs. transparency.

There are plenty of examples of unfairness perpetrated by unchecked usage of AI in enterprises – both commercial and government, which Cathy O' Niel terms as *Weapons of Math Destruction* (Weapons of Math Destruction by Cathy O' Niel, Broadway Books, ISBN: 978-0553418835) and Virginia Eubanks equates with *Automating Inequality* (Automating Inequality by Virginia Eubanks, St. Martin's Press, ISBN: 978-1250074317). Following are the questions that the panel will try to discuss: a. how do we ensure that the AI models use only those proxy variables that accurately and objectively measure the underlying predictor variables; b. How do we ensure that the data the AI models use to test and train themselves are a true representative of the entire population those models are going to affect; c. How do we ensure that the AI models are set to minimize false positives and false negatives in such a way that the innocent and qualified may not be treated adversely; d. How do we ensure that are algorithms are not second-guessing the very same variables which our institutions and organizations are legally barred

from using explicitly in decision making; e. How do we ensure that we, as owners and *renters* of these algorithms, are providing transparent and objective feedback to all stakeholders on how these models function. Then we other issues about the deployment of these systems – a. how can we ensure that the data will not be used for any other purpose not intended or stated during data collection; and b. How do we ensure that these AI models are delivered with a “user manual” on how to feed the data, how to flag inaccurate and missing data, how to interpret the outcomes, when to use and when not to use these models. And above all, how do we ensure that we not only have a sound ethical framework but more importantly how to ensure that the framework is religiously followed, and timely reviewed for its relevance and effectiveness.

The unchecked deployment of algorithms in consumerization of insights actioned from AI and Big Data is increasing efficiency at one hand but is also magnifying the inaccuracies and unfairness that existed before these systems were designed and implemented. It is important to analyze how these algorithms exaggerate human biases pertaining to motivated reasoning and confirmation biases among others. An ethical framework is needed to check these algorithms since *unfairness* is something that no business, institution or society can afford to have.

Short Bio of the Panelists:

Murali Balakrishnan serves as the Vice President of Information Technology & Chief Information Officer at TIDI Products where he has responsibility for their information technology function globally. Murali is a strong advocate of leveraging technology innovation as a key enabler in business transformations and a champion for the use of data-driven insights in breakthrough solutions to achieve organizational goals. Murali is an avid learner and actively participates in many healthcare industry standards initiatives, board advisory councils and peer advisory forums.

Gaurav Bansal is Frederick E. Baer Professor in Business at the Austin E. Cofrin School of Business at UW-Green Bay. He is serving as At-Large Director of Midwest Association for Information Systems (MWAIS) and is the Founding Chair and Academic Director of the Master of Science in Data Science program at UW-Green Bay. Dr. Bansal has published in premier MIS journals such as Journal of Management Information Systems, European Journal of Information Systems, Decision Support Systems, Journal of Organizational Computing and Electronic Commerce, and Journal of Computer Information Systems, among others. Before starting his academic career, he worked as Quality Assurance Engineer for General Motors India (1998-2000) and Daewoo Motors India (1996-1998).

David Cagigal serves with the State of Wisconsin, Department of Administration, Division of Enterprise Technology as Division Administrator and Chief Information Officer for the State of Wisconsin.

Raman Mehta serves as Chief Information Officer at Visteon with direct report to CEO to lead all aspects of information technology, including designing, developing and implementing global IT platforms and business processes to increase performance and better leverage technology as a competitive advantage. Visteon is well-positioned to address an autonomous driving approach that uses artificial intelligence and machine learning. Named a top-five Tier 1 supplier for connected car solutions by ABI Research, Visteon is technology-driven, flexible and enjoys a diversified customer base and broad global footprint.

Todd Thiel serves as the executive leader of Information Technology for SECURA Insurance Companies, a \$600M+ super-regional property and casualty insurer rated 'A' for excellence in financial strength. Todd's passions lie in solving business problems by delivering changes in people's behaviors through utilizing technology and data in engaging ways. As a leader focused on the development of the next generation of technology professionals, Todd serves as a member of the N.E.W. I.T. Alliance and the UW MS Data Science Advisory Board.