

GECMUN 8

Background Guide

Business Fiction

Setting Guidelines for the Use of AI In the Technology Industry

SDG: 9. Industry, Innovation, and Infrastructure

Authored by Justin Jun, Stella Lee

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Committee Introduction

The Business Fiction Committee is a newly created committee that will be joining the league of committees starting from GECMUN 8. The committee's main mission and vision are for delegates to strive to either solve a problem existing in the business world or create an innovative idea that will help the field of business advance.

In this committee, the delegates will take on a unique role that is responsible for leading the world's improvements. This includes matters relevant to the business field and those closely linked to major socio-economic and political issues that significantly impact our daily lives.

Agenda Introduction

This year, the committee will discuss establishing guidelines for the use of Artificial Intelligence in the Technology Industry. Coded with special algorithms that imitate the human's cognitive abilities, AI makes precise predictions and decisions based on past data. Most recently, it has been widely utilized in interpreting human language, predicting stock prices, improving education and transportation, and supporting bioengineering technology. However, such convenience with the newly adopted technology comes with great consequences. For example, many people are concerned that AI will replace numerous jobs and cause moral controversies such as dealing with its ability to harm humans and its legal responsibility when causing damage. Thus, we urge the delegates, who are one of the most influential leaders of the world, to consider and create guidelines that could harness the rapidly developing technology for the benefit of the world.

Letter from the Chairs

Greetings distinguished and passionate delegates!

Welcome to the eighth iteration of GECMUN.

My name is Justin Jun, and I am honored to serve as the head chair of the Business Fiction Committee along with my deputy chair Stella Lee this year for GECMUN 8. I am a senior at Korea International School, Jeju Campus. Since middle school, I have been participating in MUN in multiple international conferences. Also, this will be my sixth time chairing for a MUN conference. I truly wish you the best at this conference, and I look forward to creating an exciting and meaningful conference with you all!

I'm Stella Lee, and I'll be serving you all as a deputy chair of the Business Fiction Committee along with head chair Justin. I'm currently a sophomore in Korea International School Jeju, and this will be my third time chairing. As I've begun my MUN with GECMUN 4, it is my honor to participate in GECMUN 8 as a chair of this demanding committee. I genuinely hope that this committee could be beneficial for you as a MUNer. If you have any prior questions or concerns, please feel free to contact our chairs at any time of the year. Looking forward to seeing you all!

For the conference, delegates are encouraged to thoroughly research the topic and its relevance with or her role in prior and actively participate in the debate. Try your best and gain the most out of this conference. If you have any questions or need assistance, do not hesitate to reach out to us at jmjun22@kis.ac and shlee24@kis.ac.

We look forward to seeing your insightful solutions and perspectives on the topic!

Your Business Fiction Chairs,
Justin Jun and Stella Lee.

Key Terms

Artificial Intelligence (AI)

Artificial Intelligence, or AI, is where intelligence is demonstrated through machines or the science of making machines intelligent by using algorithms.

Algorithm

Algorithms are a mathematics-related set of rules or instructions that are given to a computer to help solve problems along with the collection of data. A lot of Artificial Intelligence technologies use algorithms to solve problems.

Autonomous Vehicles

Autonomous Vehicles, also known as self-driving vehicles, are vehicles that do not require any human control over them. Autonomous vehicles can sense their environment and drive safely without humans, and are developing through the use of big data and AI.

Big Data

Big Data is a mass collection of data that is often used for AI to learn a certain aspect.

Central Processing Unit (CPU)

CPU is a key component of a computer that processes data and manages the system's other components

Graphics Processing Unit (GPU)

GPU is responsible for enhancing the computer's performance by computing data that is complicated for CPUs to handle, such as rendering.

Silicon Valley

Silicon Valley refers to a region in northern California, where many large technology companies such as Apple, Microsoft, Google, Hewlett Packard, and Intel are located.

Stocks

Stocks are shares of ownership of a company that can be bought and sold in the stock market. Many people use this as an investment tool where they buy stocks at a lower price and sell when the price is high.

Historical Background

Artificial Intelligence is currently a rapidly developing technology that will stimulate a revolutionary change in human history. Yet, these changes will highly depend on how humans deal with the controversies and the moral use of AIs.

In order to resolve the exaggerated fear of humanity towards uncontrollable robotics and them being used for nefarious purposes, science fiction author Isaac Asimov published the “Three Laws of Robotics.” Through his stories released in 1942, Issac Asimov developed three laws as a rational way to govern intelligent automatons for harmony with their creators. Three laws of Robotics are as follows:

1. A robot may not injure a human being or, through inaction, allow a human being to come to harm.
2. A robot must obey orders given by human beings except where such orders would conflict with the First Law.
3. A robot must protect its existence as long as such protection does not conflict with the First or Second Law.

Nowadays, scientists often question the ethics of this law, as it lacks clarity and goes against the moral principles of society. Chris Stokes, a philosopher at Wuhan University in China, presents the unethical reasons in his open-access paper by saying,

“The First Law fails because of ambiguity in language, and because of complicated ethical problems that are too complex to have a simple yes or no answer.

The Second Law fails because of the unethical nature of having a law that requires sentient beings to remain as slaves.

The Third Law fails because it results in a permanent social stratification, with the vast amount of potential exploitation built into this system of laws.”

About a decade later, in 1955, Newell and Simon developed the first AI program, where machines were able to learn information by analyzing data themselves. Since then, AI technology started rapidly developing, making it a source for people to possibly completely rely on in the future.

Current State of Affairs

Today, there are around 176 countries that are actively using AI for various purposes including surveillance, healthcare, and reducing production management. Especially, AI surveillance technology is spreading at a fast rate to a wider range of countries: at least 75 out of 176 countries are actively using them. China is a major driver of AI surveillance worldwide and they supply surveillance technology in 63 countries. However, China is not the only country supplying advanced surveillance technology; US companies are also extremely active, supplying AI surveillance technology to 32 countries. Furthermore, liberal democracies are major users of AI surveillance, governments in full democracies are utilizing a range of surveillance technologies, from safe city platforms to facial recognition cameras. While it is so, governments in autocratic and semi-autocratic countries are more prone to abuse AI surveillance. Finally, it has been reported that there is a strong relationship between a country's military expenditures and its use of AI surveillance systems.

This new technology is bringing profound changes to society. Yet, it has much to deal with issues such as privacy from collecting massive data and ambiguity in responsibility for the decisions that AI makes.

Stances of Parties

Bill Gates

William Henry Gates III, also known as Bill Gates, is a Co-Founder of Microsoft Corporation. Microsoft is a company located in Silicon Valley and is known for its Windows Operating System and Xbox services. Microsoft leads the global AI market as they are developing and largely investing in AI tools for developers and autonomous systems for manufacturers.

Bernard Arnault

Bernard Arnault is the Chief Executive of Louis Vuitton SE (LVMH), one of the largest luxury goods companies. Arnault is the 2nd richest person in the world with a net worth of \$192.4 Billion as of 2021. Arnault has shown keenness in implementing AI to enhance customer experience at LVMH, shown by his large investments in Google Cloud.

Brad Hoover

Brad Hoover is the Chief Executive Officer of Grammarly. Grammarly is an online service that helps fix grammatical errors. Grammarly collects massive amounts of writing samples from its users to enhance its service through the use of AI. They aim to not just fix grammatical errors but to also comprehend the tone of one's writing.

Demis Hassabis

Demis Hassabis is the CEO of Deepmind. Known for its AI Go game program that competed with many professional Go players, AlphaGo, Deepmind is an AI research subsidiary of Alphabet Incorporated. Deepmind has also been collaborating with Google to develop programs that diagnose eye diseases and predict shapes of proteins with the use of AI.

Elon Musk

Elon Musk is a well-known CEO of Tesla, an electric autonomous vehicle company. The development of AI algorithms is critical in developing autonomous vehicles in Tesla. Musk is the 3rd richest person in the world with a net worth of \$169.3 Billion as of 2021.

Ginni Rometty

Virginia Marie Rometty, a. k. a. Ginni Rometty, is a former CEO of IBM. She stepped down from the position in April of 2020. IBM is one of the leading companies in the AI industry, developing efficient and fast-solving AI hardware in Watson Research Center. Although Rometty stepped down from the company, she is still one of the most influential business leaders as the Co-Chairman of OneTen and the Board member of J.P. Morgan.

Jae-Yong Lee

Jae-Yong Lee is the head of a South Korean multi-conglomerate Samsung Group. Samsung Group currently holds Samsung Electronics, Samsung C&T, Samsung Card, Hotel Silla, Samsung Bio, Samsung SDI, Samsung SDS, Samsung Life Insurance, Samsung Fire Insurance, Samsung Engineering, Cheil Industries, Everland, Samsung Heavy Industries, and more. Lee is ambitious about researching and developing AI to

enhance user experience and safety in their devices, as reflected by Samsung's future AI plans to do so.

Jane Fraser

Jane Fraser is the chief executive of CitiGroup, one of the largest and the most global banks serving millions of customers. Not just CitiGroup, but the financial sector, in general, is interested in implementing AI to improve advanced analytics in finance and to detect unordinary cash flows.

Jeff Bezos

Jeff Bezos is the founder and executive chairman of Amazon. He also owns The Washington Post and Blue Origin, which is an aerospace company that develops rockets for commercial use. His company, Amazon, unlike other companies, thrived during the pandemic, revenues growing by 38% to \$386 billion in 2020. Amazon has also implemented AI in their autonomous delivery project and to provide better customer experience.

Jensen Huang

Jensen Huang is a Taiwanese-American billionaire businessman who serves as president and CEO of the Nvidia corporation, which he co-founded in 1993. Starting in PC graphics, Nvidia contributed to the gaming industry to become the largest entertainment industry in the world today. NVIDIA DGX systems are designed to give data scientists the most powerful tools for AI exploration.

Julia Koch

Julia Koch serves on the board of Koch industries and is president of the David H. Koch Foundation. The David H. Koch Foundation has provided nearly \$200 million to support diverse aspects of society nationwide, including science and medical research, education, the arts, and more. She focuses on the discourse on digital trend research in the fields of AI and robotics in order to focus on and improve the quality of life of humans.

Larry Ellison

Larry Ellison is chairman, chief technology officer, and cofounder of the software giant, Oracle Corporated, in which he owns 35% of the company shares. Oracle has grown in part through steady acquisitions of software companies. Oracle's AI offering helps organizations automate operations, drive innovation, and make smarter decisions securely. Larry Ellison joined Tesla's board in December 2018, after purchasing 3 million Tesla shares earlier that year. He also pledged \$200 million in May 2016 to the University of Southern California for a cancer treatment center.

Larry Page

Larry Page stepped down as CEO of Alphabet, the parent of Google, in December 2019 but remains a board member and a controlling shareholder. He co-founded Google and invented Google's PageRank algorithm, which powers the search engine. He is a founding investor in a space exploration company, Planetary Resources, and is currently

funding “flying car” startups. Such flying car projects and PageRank algorithms implement the technology of AI.

Lisa Su

Lisa Su is the president and CEO of AMD and serves on the AMD Board of Directors. AMD is an American multinational semiconductor company that develops computer processors and related technologies for business and consumer markets. AMD’s ML and DL computer intelligence systems can adjust operations after continuous exposure to data and other input.

Marilyn Hewson

Marilyn Hewson is the CEO of Lockheed Martin and has shifted the company’s initial defense position to the forefront of security, aerospace, and technology. Under her lead, Lockheed Martin’s stocks rose by 300%. To remain on the lead for innovations, Lockheed Martin is developing a supersonic aircraft that breaks the sound barrier without a sonic boom. As an American aerospace, arms, defense, information security, and technology company with worldwide interests, all creations from Lockheed Martin implement technologies of AI.

Mark Zuckerberg

Mark Zuckerberg is the co-founder of Facebook and serves as the CEO and controlling shareholder. Facebook has become the go-to communication platform during the coronavirus pandemic lockdown. He pledged to give away 99% of their Facebook stake over their lifetimes. Facebook accelerated research breakthroughs across both existing and new learning paradigms to develop state-of-the-art AI that has a positive impact on people

Mary Barra

Mary Barra is the Chair and CEO of General Motors. Elected on Jan. 4, 2016, as a Chair of GM and Jan. 15, 2014, as CEO, Mary Barra was the first female CEO of a United States’ Big Three automaker (referring to General Motors, Ford, and Chrysler). Currently, she outlined GM’s move into all-electric vehicles including autonomous self-driving cars for the transition to an all-electric future. General Motor is experimenting with numerous designs for self-driving vehicles, which is motivated by AI and cloud computing technology.

Patrick P. Gelsinger

Patrick Gelsinger is the chief executive officer (CEO) of Intel Corporation and serves on its board of directors. With several degrees in technology, on Feb. 15, 2021, he returned to Intel, the company where he had spent the first 30 years of his career. Today, Intel offers an unparalleled AI developer ecosystem that produces software resources such as optimized tools and frameworks for data analytics, traditional machine learning, and deep learning.

Robert H. Swan

Bob Swan was CEO of Intel from January 2019 to February 2021. Under his leadership, Intel made significant progress on its strategy to transform into a multi-architecture CPU company to capitalize on market shifts and extend its reach into fast-growing markets.

Susan Wojcicki

Susan Wojcicki is CEO of Alphabet subsidiary YouTube, one of the most influential media platforms nowadays. She was nominated as the 13th powerful woman in the world on Forbes list. She was also part of the founding team of Google. Youtube utilized AI to develop its ability to quickly identify objectionable contents existing in its platform. Also, since YouTube is constantly changing as its users upload hours of video every minute, the AI required to power its recommendation engine differently than other industry's engines.

Ted Sarandos

Ted Sarandos serves as the co-chief executive officer and the chief content officer for Netflix. Joining Netflix in 2000, he popularized the use of algorithms in platforms, rising as the head CEO of Netflix in 2020. In developing the algorithms, Netflix used AI to analyze personal databases and automatically update it with quickly identifying objectionable contents.

Tim Cook

Tim Cook is the CEO of Apple and serves on its board of directors. Before becoming CEO in 2011, Cook had previously served as Apple's Chief Operating Officer under Steve Jobs. During his time in Apple, Cook doubled the company's revenue and profit, and the company's market value increased from \$348 billion to \$1.9 trillion. From 2016 to 2020, Apple acquired the highest number of AI companies, which they implemented to their products including facial recognition for homekit, native sleep tracking for the Apple watch, app library suggestions, translation app, handwriting recognition for iPad, and handwashing.

Warren Buffett

Buffett serves as the CEO of Berkshire Hathaway, which owns more than 60 companies, including insurer Geico, battery maker Duracell and restaurant chain Dairy Queen. He is ranked 6th in billionaires in the 2021 Forbes list. Warren mentioned that implementation of AI in the technological industry will result in less employment.

Questions to Consider

- What are the benefits of implementing AI in technology devices? What are the risks?
- How can AI be abused?
- How can the guidelines passed by the resolution be enforced?
- What are the best interests of different stakeholders related to the development of AI?

Possible Solutions

Advertise the Issue and Solution

All people have the right to be aware of the rising AI technology and how haphazard developments would bring unexpected outcomes. Some effective ways are requesting the United Nations (UN) public communications team to create related posts on the official website and social media account and creating a specific guideline that requires companies to publicize their status in developing AIs.

Ensure Privacy

AI uses big data to learn, which requires a mass collection of data. In this quick and large process, it is difficult to manage the utilization of one's data. For instance, in countries where people use automated expenditure systems like the Samsung/Apple Pay, companies might use their data to track one's routine, destination, etc. To ensure morality in using other's data, the UN must encourage nations and companies to explicitly state necessary measures on a written document for everyone to easily access and to pass legislation that strengthens the punishment of invading one's privacy.

Create a system/platform to monitor government use of AI

With crime rates increasing in the world, AI surveillance technology is widely used in many countries. However, we can not exclude the possibility of the government abusing AI surveillance to take advantage of the information it contains. Therefore, creating a system or a platform to monitor the government's use of AI surveillance technology would be able to prevent unlawful exploitation for achieving political objectives.

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