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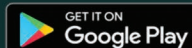
SMART TECH AND SUSTAINABILITY: TRANSFORMING THE FUTURE OF BUSINESS



Dr. Farhina Sardar Khan  
Prof. Syed Shahid Mazhar  
Dr. Farheen Siddiqui  
Dr. Neda Tasneem



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# **Smart Tech and Sustainability: Transforming the Future of Business**

**Dr. Farhina Sardar Khan**

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In an era marked by rapid technological advancements and mounting environmental and societal challenges, the intersection of innovation and sustainability has never been more critical. *Smart Tech and Sustainability: Transforming the Future of Business* is a timely and multidisciplinary effort to explore how emerging technologies, particularly Artificial Intelligence (AI), digital platforms, and smart systems, are reshaping the landscape of commerce, finance, governance, and social innovation.

This edited volume brings together scholarly and practice-oriented contributions from across India, offering insights spanning green finance and ethical AI to social entrepreneurship, digital banking, and urban sustainability. The chapters reflect the rich diversity of approaches used to address today's most pressing challenges, from ESG integration and CEO governance in finance to AI-driven personalisation in skincare and fashion retail. The inclusion of thematic research on fintech, cyber resilience, inclusive innovation, and circular economy models provides readers with a broad yet deep understanding of how AI and technology can be responsibly leveraged to foster resilience, equity, and sustainable development, aligned with the Sustainable Development Goals (SDGs).

This edited volume is not only an academic contribution but also a practical guide for policymakers, industry leaders, researchers, and students who are working toward a future in which technological progress aligns with ethical, environmental, and social imperatives.

We extend our heartfelt appreciation to all contributing scholars and authors whose insights have made this volume possible. Their combined efforts demonstrate the collaborative power of knowledge in driving sustainable change.

**Dr. Farhina Sardar Khan**

**Prof. Syed Shahid Mazhar**

**Dr. Farheen Siddiqui**

**Dr. Neda Tasneem**

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## Chapter - 3

### AI and Ethics in Global Decision-Making Systems

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#### **Abstract**

In the evolving landscape of global commerce, artificial intelligence (AI) is transforming decision-making systems at unprecedented speed, from algorithmic pricing and trade compliance to cross-border financial risk assessment; however, its ethical implications remain fragmented across disciplines. This chapter explores the tension between AI's transformative economic potential and its risks, including algorithmic bias, opaque decision-making, and cross-cultural inequities. Drawing on real-world examples (e.g., biased credit scoring, automated trade screening), we analyse gaps in existing ethical frameworks, such as the EU AI Act and OECD principles, and their adaptability to global trade AI systems. We propose a paradigm shift through a convergent model that integrates technical robustness, regulatory compliance, and stakeholder inclusivity, tailored to the global trade ecosystem. By drawing insights from computer science, social ethics, international law, and global business, this chapter outlines actionable strategies for embedding fairness, accountability, and transparency (FAT) in AI systems that shape international commerce. Ultimately, we argue that building ethical AI in international trade is not just only policy reform but cross-sector collaboration. this approach supports the volume mission to bridge disciplinary gaps and create sustainable,

equitable solutions aligned with human rights and inclusive economic development.

**Keywords:** artificial intelligence (AI), ethical governance, fairness accountability transparency (FAT), global trade, and cross-cultural inequities.

## **Introduction**

Artificial intelligence is changing the way the world does business. The rapid advancement of artificial intelligence (AI) has redefined global decision-making systems, particularly in international trade, finance, and regulatory compliance. According to trade analysts (WTO-OMC, 2023; McKinsey, 2022), more than \$4 trillion in annual cross-border transactions now depend on automated systems, including AI-driven logistics, blockchain settlement, and digital customs platforms. However, while this shift brings speed and efficiency, it also carries real risks, especially for those on the margins. Yet this efficiency comes at a cost: opaque algorithms discriminate against developing-nation exporters (UNCTAD 2023). Biased risk models amplify trade inequalities (World Bank, 2024). Because regulations have not kept up with the rapid spread of these technologies, there is little protection against harm that crosses borders. From algorithmic credit assessments to predictive customs inspections, AI technologies are driving efficiencies across borders. However, as their influence grows, so do the ethical questions. How do we guard against hidden biases? What happens when an algorithm cannot understand cultural context? Can we trust decisions we do not fully understand? The current system is not built to handle these challenges. Ethical guidelines are fragmented across disciplines, and traditional governance models are too slow and siloed to respond effectively. The result? Algorithms that deepen inequality, systems that lack transparency, and technologies that misread the very people they are meant to serve. If we want AI to support fair and inclusive global trade we will need more than technical fixes we will need a fundamental