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Article

Promotion of Gender Inclusivity in Beauty Products through Advertising

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Abstract

In the very near future, digital technologies like artificial intelligence (AI), autonomous systems, and robotics will have a profound impact on how humanity develops and how our society changes. A wide range of disciplines, including computer science, law, philosophy, economics, theology, ethics, and more are affected by AI. A company's success transcends beyond the ideas of profitability, funding, growth rate, and brand recognition. Today, the economy, community, environment, and other societal factors are taken into account when evaluating a company by its clients, employees, and other stakeholders. In order to be more precise, the issue is not just about the bottom line but also the greater good. Prior to the adoption of Section 135 of the Companies Act of 2013, Corporate Social Responsibility (CSR) was only seen as a charitable endeavour. Nevertheless, India is now the first nation to make CSR a requirement for some corporations. Many such companies want to go above and beyond the parameters of the regulation and incorporate the idea of "doing good" into their work. Unfortunately, not always do CSR programmes' effects live up to their full potential. In CSR, artificial intelligence (AI) can increase efficiency and reduce errors.

Introduction

A company's success transcends beyond the ideas of profitability, funding, growth rate, and brand recognition. Today, the economy, community, environment, and other societal factors are taken into account when evaluating a company by its clients, employees, and other stakeholders. In order to be more precise, the issue is not just about the bottom line but also the greater good.

AI can readily identify new patterns from the existing dataset and deduce actions, maintain an overview of the company even when there are vast volumes of data (big data), and integrate various data sources. An organisation should already feel comfortable tying in its AI initiatives because many of the key concepts of responsible AI, including as bias prevention, transparency, and justice, are already in sync with the core values of CSR. (Marantz A, 2019)

Responsible AI is closely connected with initiatives to improve environmental and social sustainability.

CSR is a stakeholder-focused business approach that enables businesses to provide voluntarily to the betterment and sustainable growth of society. This extends beyond the obligations of law and regulation to corporate self-regulation on a voluntary basis.

While using CSR as an anti-corruption strategy, businesses must emphasise the necessity of bridging governance gaps in anti-corruption regulation and refrain from taking advantage of the absence of suitable institutional and legal frameworks when operating in the Global South.

While CSR may support the development of a transparent and accountable organisational culture, AI tools can help businesses put these principles into practise. Businesses should investigate an integrated strategy while keeping in mind the difficulties that result from the use of AI.

If artificial intelligence can be used to augment, deepen, and expedite conventional data analysis, people can be liberated to thoroughly examine questionable contracts or payments. This might lead to more corruption cases being prosecuted.

A CSR program's performance can be precisely and comprehensively evaluated in relation to international benchmarks thanks to AI's ability to recognise and analyse emerging trends and global developments. For instance, AI algorithms may recommend suitable NGOs or social service activities; businesses can explore these suggestions, determine whether they align with their CSR objectives, and make their selections from there.

Environmental, social, and governance (ESG) efforts have received a lot of attention lately, and for good reason. Businesses are starting to realise how important it is to put people and the environment before profits. (Golbin I. 2022)

By understanding the potential drawbacks of AI and using them as incentives to implement ethical AI development, procurement, and usage procedures, businesses are also maximising its promise. ESG and responsible AI (RAI) have the same objectives: They are in line with principles intended to reduce risks and maximise possibilities.

Even though ESG and RAI share a common theme, other organisational groupings may advocate for these ideas. In contrast to ESG activities, responsible AI initiatives may be directed by technical leadership or a company's corporate social responsibility (CSR) department. The two projects should, however, be aligned in order to make progress on either effectively, therefore it is important to assess their similarities and shared objectives. (Kinghorn R, 2022)

Implementing a holistic governance strategy requires the establishment of processes, policies, and standards. It also aligns with members of the development team who support tech-enabled governance as opposed to tech-first governance. AI governance that effectively manages for impact by taking changing regulatory requirements and new corporate strategies into account. Effective and flexible governance is necessary for responsible technology activities, both within a company and across the regulatory and public policy landscape.

Research Objectives

In depth analysis of consumption and utility of artificial intelligence in CSR strategies of a corporate, as determined by three objectives:

To understand the effectiveness of artificial intelligence in increasing the potential of CSR strategies

To understand the advantages & disadvantages of AI playing a role in CSR strategies

To draw a comparative analysis between AI- driven CSR strategies and non-AI driven strategies

The research paper is divided into 4 parts: starting with studying the literature review of the evolution and origin of Artificial Intelligence. This paper reviews papers relating to the CSR strategies and incorporation of AI in the same, to reviews their findings on what has been the effectiveness and impact of Artificial Intelligence on CSR initiatives in India. Focusing group literature review themes:

Origin and evolution of AI

- Growth of AI in India
- Future of AI in India

Concept of RAI

- Ethical conflicts in use of AI
- Growth of RAI in India
- RAI as an anti-corruption tool

Origin of CSR

- Evolution of CSR in India
- Companies Act
- Successful CSR campaigns in India
- concept of ESG
- Difference between ESG and CSR

The 3rd part of the research will look at the findings and correlation from the secondary data obtained on how AI is an integral part of business strategies and the impact and effectiveness it has on a corporate's CSR model. The paper will be concluded by noting the results of the research and its implications in the modern era.

Methods

TOOLS

For this research, the data was collected from databases of secondary sources such as Scopus, Emerald, EBSCO, and other reputed secondary sources.

THEORETICAL FRAMEWORK

Assessing the impact of AI on CSR strategies requires a theoretical framework that accounts for the various ways in which AI can impact CSR strategies. One such framework is the stakeholder theory, which posits that companies have a responsibility to not only maximize profits but also consider the impact of their actions on all stakeholders, including customers, employees, suppliers, and the community at large.

A management and business ethics theory called stakeholder theory contends that an organization's duties extend beyond maximising profits for shareholders. It asserts that companies have a duty to think about how their decisions will affect all parties involved, including workers, clients, suppliers, the environment, and society at large.

The stakeholder theory states that while making choices, firms must consider the demands and interests of all stakeholders, not just shareholders. This means that in order to succeed and sustain themselves over the long term, businesses must strike a balance between the interests of all stakeholders.

Businesses have widely embraced the stakeholder idea, which has developed into a crucial framework for comprehending corporate social responsibility (CSR). It gives companies a means of considering their effects on people and the environment and of creating socially and ecologically responsible business plans. The concept of stakeholders has been widely adopted by businesses and has become an essential foundation for understanding corporate social responsibility (CSR). It provides businesses with a way to think about how their actions affect people and the environment and develop socially and environmentally conscious business strategy. Overall, a theoretical framework for assessing the impact of AI on CSR strategies should take into account the potential ethical and social implications of AI adoption across various stakeholder groups. It should also consider the role of regulations and industry standards in ensuring responsible AI practices and promoting ethical decision-making.

Result

The secondary data has shed light on how India has been at the forefront of promoting CSR projects using technology and digital platforms. There is a chance to employ AI and

machine learning to improve the efficacy of CSR strategies and efforts as these technologies develop.

By leveraging AI technology, companies can collect and analyse large amounts of data, which can help them identify areas where they can make a positive impact. By using data to identify potential problems before they occur, companies can reduce downtime and improve energy efficiency, which can ultimately benefit both the company and the environment.

For instance, using AI to analyse customer reviews, social media posts, and other data sources can help businesses better understand their customers' wants and preferences as well as areas where they can reduce their environmental effect.

Furthermore, AI can be used to create predictive models that assist businesses in foreseeing future trends and difficulties, enabling them to take preventative action to resolve these problems. Predictive models can be used by businesses, for example, to forecast product demand, prepare for future manpower requirements, and foresee how environmental issues like climate change will affect their operations.

Healthcare is one industry in which AI has been applied in CSR projects in India. As an illustration, AI-driven healthcare platforms have been created to aid in the diagnosis and treatment of diseases, particularly in isolated and rural areas. These platforms can be utilised to increase patient outcomes, lower costs, and increase access to healthcare services. Environmental sustainability is another CSR effort where AI can be applied. AI-powered systems can assist in the monitoring and analysis of environmental data, such as water and air quality, to spot potential environmental problems and create mitigation plans. AI can also be utilised to create sustainable and efficient energy systems and lower greenhouse gas emissions.

Through the research it has been identified that several businesses in India have already begun utilising AI to improve their CSR operations. For instance, Trringo, a platform driven by AI created by Mahindra & Mahindra, enables farmers in remote locations to access farm machinery and services. Similar to this, Tata Power has employed AI to create a predictive maintenance system for their power plants that aids in lowering downtime and boosting effectiveness.

Access to farm equipment and services can be a significant challenge for farmers in remote areas, and the use of AI can help bridge this gap by providing a platform for farmers to access the tools they need.

Responsible AI and CSR (Corporate Social Responsibility) are two related concepts that are becoming increasingly important for businesses today. Responsible AI refers to the ethical and responsible use of artificial intelligence technologies, while CSR refers to a company's efforts to make a positive impact on society and the environment. The two concepts intersect in several ways:

Ethical considerations

Responsible AI involves ensuring that AI technologies are used in an ethical and responsible manner, taking into account factors such as privacy, bias, and transparency. CSR also involves ethical considerations, such as ensuring that a company's products and services are safe and do not harm the environment or society.

Impact on society and the environment

CSR initiatives are aimed at improving both, and responsible AI can be used to help these initiatives by analysing data and suggesting areas where the business can make a difference.

Accountability and transparency are key components of responsible AI

Businesses must be open about how they are utilising AI technologies and accountable for the results of their decisions. Similar to this, CSR initiatives demand that businesses be accountable for their actions and transparent about their social and environmental consequences.

By assisting businesses in making data-driven decisions that have a good impact on society and the environment, responsible AI may boost CSR initiatives. Companies can foster trust with their stakeholders and show their commitment to being socially and ecologically responsible by deploying AI technologies in an ethical and responsible way. Although AI has the ability to significantly advance civilization, it also poses moral and social issues that must be resolved.

Companies may make sure that their use of AI technologies matches with the values of their stakeholders and the larger community by putting ethical AI principles and practises in place. For instance, they can make sure that their AI systems respect privacy, security, and human rights and are open, explicable, and accountable. Companies can employ AI to improve sustainability and lessen their environmental effect in addition to ethical reasons. AI can be used, for instance, to optimise energy use, cut waste, and increase supply chain effectiveness.

By using AI technologies in an ethical and responsible manner, businesses may show that they are committed to values like openness, justice, and accountability. By doing this, they can encourage fairness and transparency in their decision-making procedures and foster a sense of trust among their stakeholders, such as clients, staff members, and the general public.

AI practises that are moral and responsible can assist businesses avoid undesirable outcomes like biased or discriminating results while promoting advantageous outcomes like higher productivity and efficiency. Employing ethical AI concepts like justice, accountability, transparency, and explain ability will help businesses achieve this. companies can use AI technologies to promote justice and accountability in their operations. For example, AI can be used to detect and prevent fraud, corruption, and other illegal activities, and to promote compliance with legal and ethical standards.

Companies can show their dedication to principles like openness, justice, and accountability by implementing AI technologies in an ethical and responsible manner. Customers, workers, investors, and the larger community are just a few of the stakeholders that this can help to cultivate trust and strengthen connections with.

Additionally, businesses can show their dedication to environmental responsibility by utilising AI to promote sustainability and lessen their environmental effect. For instance, AI can be applied to supply chain and manufacturing processes to increase resource efficiency, cut waste, and optimise energy use.

Therefore, by adopting ethical and responsible AI practices, companies can build trust with their stakeholders and demonstrate their commitment to social and environmental responsibility.

In general, India is still in the early phases of using AI in CSR plans and projects. However, there is a lot of room for improvement in terms of how effective CSR programmes are in fields like healthcare, environmental sustainability, and social development. More businesses in India and worldwide are likely to use AI into their CSR activities or initiatives as the technology develops.

Discussion

By providing real-time data on the effects of these activities, AI can aid in improving the monitoring and evaluation of CSR initiatives. This information can be used by businesses to modify their plans and increase the impact of their CSR initiatives. By giving stakeholders real-time updates on the status of these activities, AI can support transparency and accountability in CSR initiatives.

The trust between businesses and their stakeholders may increase as a result. AI can help businesses and other stakeholders, such NGOs and governmental organisations, collaborate and form partnerships. This can assist maximise the impact of CSR projects by utilising the strengths of many organisations.

AI can be used to analyse data and identify social issues that need attention. Companies can use this data to prioritize their CSR activities based on the severity of the issue and the potential impact of their intervention. The ethical and societal ramifications of using AI into CSR strategies should be considered by businesses. They should make sure AI is used ethically and responsibly, and that all stakeholders are treated fairly when it comes to reaping its benefits.

AI can be used to create new goods and services that advance environmental and social sustainability. For instance, AI-driven recycling systems can be utilised to more effectively segregate and treat garbage, lowering the environmental impact of waste disposal. Businesses can employ AI to encourage moral decision-making and guarantee adherence to moral and legal standards. For instance, AI can be used to identify and stop fraud and corruption, fostering accountability.

There are several chances for businesses in India to use artificial intelligence (AI) to promote corporate social responsibility (CSR) and show their dedication to social and environmental responsibility. Companies can employ AI to promote sustainable agricultural practises in India, a significant agricultural nation.

AI has the potential to expand educational opportunities and advance digital literacy. For instance, AI-driven language learning programmes can assist students in learning foreign languages more quickly and effectively, enhancing their chances of finding employment and general quality of life.

Finally, AI can be employed in India to foster social welfare and combat inequality. Artificial intelligence (AI), for instance, can be used to analyse social welfare programmes and find chances for more effective and efficient service delivery to those in need. Companies in India have numerous potentials to use AI technologies to promote CSR and show their dedication to social and environmental responsibility. Companies can achieve this through establishing trust with stakeholders, generating long-term value for their business and society, and fostering a sustainable economy and future.

Artificial intelligence (AI), for instance, can be used to analyse soil conditions and optimise irrigation, assisting farmers in increasing agricultural yields and utilising less water. India is a global pioneer in renewable energy, and businesses may utilise AI to optimise energy use and encourage the adoption of renewable energy. AI can be used, for instance, to analyse patterns of energy use and find ways to increase energy efficiency.

By leveraging AI technologies in a responsible and ethical manner, businesses in India can promote CSR, create long-term value for their stakeholders, and contribute to a sustainable future for all.

Conclusion

In conclusion, AI has showed promise in corporate social responsibility (CSR) projects in India. AI can assist Indian businesses in addressing social and environmental challenges more effectively and efficiently. Companies may discover and prioritise social and environmental challenges, better allocate resources, and assess the success of their CSR programmes by utilising AI. It is crucial to remember that human-driven CSR projects should not be replaced by AI. It should be viewed as a tool to support and strengthen current initiatives. In the future, it will be critical for businesses to keep looking for novel methods to incorporate AI into their CSR programmes while also making sure they maintain accountability and transparency in how they approach solving social and environmental challenges.

Additionally, incorporating AI into CSR programmes in India can benefit businesses by raising stakeholder engagement and reputation. Companies may gain the trust of their stakeholders, including consumers, investors, and employees, by showcasing a commitment to leveraging technology to address social and environmental concerns. It's crucial for businesses to make sure that their AI-driven CSR projects are planned responsibly and

ethically, taking into account any risks and unintended outcomes. This includes thinking about issues like algorithmic bias, data protection, and making sure the rewards of AI-driven CSR projects are shared fairly.

In order to ensure that technology is being used to promote social and environmental well-being, companies, civil society organisations, and government stakeholders must work together to implement AI in CSR efforts in India.

Additionally, the use of AI in CSR programmes in India can assist businesses in achieving the Sustainable Development Goals (SDGs) of the United Nations. Global issues like poverty, inequality, climate change, and environmental degradation are all addressed by the SDGs. Companies in India may advance towards these objectives more quickly by utilising AI, especially in sectors like renewable energy, education, and health. It's crucial to remember that using AI to CSR activities shouldn't be seen as a substitute for dealing with structural problems like social injustice and inequality.

Instead, AI should be viewed as a tool to help initiatives to address these concerns, along with other tactics like advocacy for public policy and community involvement.

The requirement for inclusivity and diversity while employing AI in CSR projects in India is another crucial factor. If artificial intelligence (AI) algorithms are trained on data that does not reflect a variety of viewpoints and experiences, they may be biassed. In order to ensure that their AI-driven CSR activities are inclusive and reflect the needs and viewpoints of a variety of stakeholders, including marginalised populations, firms must take the necessary steps. This could entail collaborating with regional businesses and community organisations to obtain information and insights, as well as involving a variety of stakeholders in the planning and execution of AI-driven CSR activities. Companies in India may make sure that their CSR programmes are more successful, egalitarian, and long-lasting by giving inclusion and diversity priority in the usage of AI.

Last but not least, it is important to keep in mind that the success of AI-based CSR activities in India will depend on a variety of variables, such as the quantity and quality of data, the sophistication of AI algorithms, and the ability of businesses to incorporate AI into their CSR strategy. To effectively integrate AI in their CSR projects, businesses must spend in developing the appropriate infrastructure and talent. In order to maximise knowledge and resources, this may need collaboration with tech firms, academic institutions, and civil society organisations. Additionally, businesses should place a high priority on transparency and accountability when using AI for CSR. This includes routinely reporting on the results of their efforts and interacting with stakeholders to make sure that their activities are in line with the requirements and expectations of the community

In conclusion, the use of AI in CSR initiatives in India presents significant opportunities for companies to create positive social and environmental impact while also enhancing their competitiveness and reputation. However, the effective integration of AI into CSR strategies requires a collaborative and responsible approach that prioritizes transparency, accountability, inclusivity, and diversity. Companies must invest in building the necessary

infrastructure and expertise to effectively use AI, while also balancing the potential benefits of technology with the need for responsible and ethical decision-making. With these considerations in mind, the use of AI in CSR initiatives in India can contribute to the achievement of the United Nations.

The SDGs provide a framework for addressing some of the world's most pressing challenges, including poverty, inequality, climate change, and environmental degradation. By leveraging AI, companies in India can accelerate progress towards achieving these goals, particularly in areas such as education, health, and sustainable energy. For example, AI-powered technologies can be used to improve access to education for marginalized communities by providing personalized learning experiences and adaptive assessments. AI can also be used to improve healthcare outcomes by enabling early diagnosis and intervention through predictive analytics and remote monitoring. In the area of sustainable energy, AI can be used to optimize energy consumption, reduce waste, and improve energy efficiency, thereby contributing to the achievement of SDG 7 - Affordable and Clean Energy. Furthermore, by leveraging AI, companies can identify and prioritize social and environmental issues more effectively, allocate resources more efficiently, and measure the impact of their CSR initiatives more accurately. This can help to enhance the overall effectiveness and impact of CSR initiatives in India, contributing to the achievement of multiple SDGs. Overall, the use of AI in CSR initiatives in India can play an important role in promoting social and environmental well-being and contributing to the achievement of the United Nations Sustainable Development Goals.

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