Ethical Issues + AI in Business and Marketing

- 1. Black box problem
- 2. EU AI Act
- 3. Augmented reality (AR)
- 4. Deepfakes
- 5. Workflow optimization
- 6. Personalization
- 7. Sentiment analysis
- 8. Accountability
- 9. Surveillance
- 10. 3 positives and 3 negatives of AI in Business