

Ethical Use of ChatGPT in the Context of Leadership and Strategic Decisions

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ABSTRACT

The development of AI has had a significant impact on various aspects of human life, including in the fields of communication and decision-making. One popular example of AI is ChatGPT, a generative language model designed to interact and generate human-like text. While ChatGPT provides great potential in facilitating communication and decision-making, its presence also poses ethical challenges that need to be considered. This research aims to explore the ethical issues that arise in the use of ChatGPT in the context of leadership and decision-making, and formulate an ethical framework that can guide the responsible and beneficial practice of using ChatGPT. The current research type is qualitative. Data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing. The study results show that the ethical use of ChatGPT in the context of leadership and strategic decision-making involves complex and important considerations related to transparency, fairness, privacy, long-term impact considerations, and risk management. While ChatGPT can provide significant benefits, it also poses ethical challenges that need to be addressed.

Keyword: ChatGPT, Leadership, Strategic Decisions

INTRODUCTION

The advent of artificial intelligence (AI) has exerted a substantial influence on diverse facets of human existence, encompassing domains such as communication and decision-making. An example of artificial intelligence that has gained significant popularity is ChatGPT, a generative language model specifically developed to engage in interactions and produce text that closely resembles human language. The utilisation of ChatGPT holds significant promise in enhancing communication and decision-making processes (Sudirjo, Ausat, et al., 2023). However, it is imperative to acknowledge the ethical dilemmas that arise from its deployment.

Within the realm of leadership and strategic decision-making, the utilisation of ChatGPT can prove to be a valuable instrument in aiding leaders and professionals throughout the stages of analysis, evaluation, and strategy formulation. ChatGPT possesses the capability to aid in the formulation of inquiries, the generation of alternative concepts, and the facilitation of more extensive deliberations with relevant parties involved (Harahap, Junianto, et al., 2023).

Nevertheless, the utilisation of ChatGPT in this particular context raises a number of ethical concerns that warrant careful consideration (Sudirjo, Diantoro, et al., 2023). Ensuring the reliability and validity of the information generated by ChatGPT is of primary importance (Subagja et al.,

2023). Generative language models, exemplified by ChatGPT, have the potential to produce information that is inaccurate or unreliable, particularly when lacking appropriate supervision. Hence, it is imperative to corroborate the information produced by ChatGPT through additional sources and exercise meticulous human discernment.

Furthermore, it is imperative to take into account the dimensions of fairness and equity. The ChatGPT model utilises training data sourced from the internet, which has the potential to exhibit biases and inequalities that are inherent to these data sources (Ausat, Rachman, et al., 2023). When employing ChatGPT in leadership and decision-making scenarios, it is crucial to acknowledge the potential biases associated with its use and make concerted efforts to mitigate their influence on the decision-making process.

Addressing privacy and security concerns is a crucial aspect to consider when utilising ChatGPT. Engaging in conversations with ChatGPT has the potential to expose confidential or sensitive information that may be susceptible to misuse. The implementation of privacy and security protection mechanisms is imperative in order to safeguard data and guarantee responsible usage of ChatGPT.

The development of clear ethical guidelines and best practise standards is imperative for the optimisation of ChatGPT's utilisation within the realm of leadership and decision-making. The guidelines encompass several key aspects, such as the utilisation of human discernment for information validation, the mitigation of inadvertent bias, and the implementation of robust privacy safeguards. The primary objective of this study is to investigate the ethical concerns that emerge when employing ChatGPT within the realm of leadership and decision-making. Additionally, the study aims to develop an ethical framework that can effectively steer the responsible and advantageous application of ChatGPT.

LITERATURE REVIEW

ChatGPT

ChatGPT is an advanced generative language model that has been developed by OpenAI. The acronym "GPT" denotes "Generative Pre-trained Transformer," which encompasses both the structural design of the model and the approach employed for its training. The aforementioned model represents a recent instantiation of language-based artificial intelligence, employing a robust transformer neural network (Fauzi et al., 2023). ChatGPT has been specifically developed to engage in textual interactions with users and generate responses that simulate human-like communication. The model has undergone training using a substantial corpus of textual data sourced from diverse internet-based platforms. During the training phase, ChatGPT acquires the ability to identify patterns in language, syntax, and context from the provided data. This enables it to generate appropriate and coherent responses in response to a given question or statement.

When engaging with ChatGPT, individuals have the ability to input text in the form of queries, directives, or assertions (Dwivedi et al., 2023). The model will subsequently generate responses based on its comprehension and the information it has acquired from its training data. ChatGPT exhibits the ability to generate extended and well-organized textual outputs, encompassing narratives and explanations, in addition to its proficiency in producing concise responses.

The objective of ChatGPT is to enhance the human-like and authentic nature of interactions with artificial intelligence systems. The aforementioned model has been employed in diverse contexts, including but not limited to virtual assistants, automated customer support systems, and aiding in the process of decision-making. Nevertheless, it is crucial to bear in mind that ChatGPT functions as an algorithm that relies on the information it has been trained on, lacking the comprehensive comprehension capabilities of a human being. Hence, it is imperative to take into account the limitations and potential biases inherent in the responses generated by ChatGPT.

Leadership

Leadership can be defined as the capacity and procedure of guiding, exerting influence over, and directing individuals or collectives towards the attainment of a shared objective (Cahyono et al., 2023). The process entails the utilisation of various competencies, tactics, and individual

characteristics to inspire and direct individuals towards the intended attainment. Leadership encompasses a broader scope than merely issuing directives or commands to individuals in lower positions (Zen et al., 2023). A leader bears the responsibility of motivating, guiding, and exerting influence upon individuals within their sphere of influence in order to enhance performance and establish objectives (Ausat et al., 2022) and (H. E Mihrez & Thoyib, 2014). Leaders fulfil multiple roles, including mobilising individuals, serving as role models, and providing sources of motivation for others. The field of leadership encompasses a range of theories and approaches, such as situational leadership, transformational leadership, and servant leadership, among others. Each approach exhibits distinct focal points and emphases; however, at its essence, leadership encompasses the capacity to exert influence over others, make sound decisions, navigate conflicts, cultivate robust relationships, and formulate compelling visions and strategies.

The concept of leadership extends beyond traditional hierarchical levels or formal positions within an organisation. Leadership can be exhibited in diverse settings, such as professional environments, community settings, familial contexts, or social gatherings. Several key characteristics of a leader encompass the capacity to comprehend others, establish robust relationships, actively engage in attentive listening, motivate individuals, and effectively communicate clear directives. The role of leadership is crucial in attaining both individual and collective success (Sonmez Cakir & Adiguzel, 2020). Through the integration of proficient leadership abilities alongside a comprehensive comprehension of strategy, innovation, and sound decision-making, a leader possesses the capacity to generate favourable impact, foster robust teams, and guide an organisation or collective towards triumph.

Strategic Decisions

Strategic decisions refer to those made within the framework of long-term planning and possess substantial influence over the trajectory, objectives, and results of an organisation or broader entity (Fuertes et al., 2020). The process encompasses the identification and evaluation of various options, as well as the distribution of resources in order to attain a competitive edge, meet strategic goals, and adapt to a dynamic external landscape. Strategic decisions are typically formulated and executed by key individuals occupying top-level positions within the organisation, including the company's chief executive officer, board of directors, or executive team. The individuals exhibit a notable level of concern regarding significant matters pertaining to the organization's enduring vision, positioning within the market, creation of novel products or services, expansion or diversification of the business, management of risks, formation of strategic alliances, and allocation of limited resources. The process of strategic decision-making encompasses the assessment of the prevailing circumstances, examination of both the external and internal milieu, and comprehension of the objectives and principles of the organisation (Sinniah et al., 2023). Leaders and strategic decision-makers are required to take into account various factors, including market trends, competition, technological advancements, regulatory frameworks, and internal dynamics such as employee capabilities, financial resources, and brand image.

Strategic decisions typically possess long-term ramifications and entail greater levels of risk in contrast to operational or tactical decisions (Schmidt & Wilhelm, 2000). These tasks necessitate thorough analysis, evaluation of risks, and meticulous strategic deliberation. Furthermore, strategic decisions frequently entail the active involvement of diverse stakeholders, including shareholders, customers, employees, and the broader society. The efficacy of strategic choices holds paramount importance for the long-term viability and expansion of an organisation (Omalaja M.A. & Eruola O.A., 2011). Making appropriate decisions can enable organisations to attain a competitive edge, enhance their market presence, bolster profitability, and accomplish long-term objectives. Nevertheless, the implementation of subpar or unsuitable strategic choices can yield adverse consequences, such as financial setbacks, diminished market presence, or a decline in stakeholder confidence.

Within the framework of employing ChatGPT for strategic decision-making, this tool can serve as a valuable resource for both information acquisition and fostering innovative ideation. ChatGPT has the capability to facilitate the exploration of alternative ideas, the analysis of various scenarios, and the acquisition of additional perspectives, all of which contribute to enhancing the

decision-making process. Nonetheless, it is imperative to amalgamate the responses generated by ChatGPT with human discernment and analytical reasoning in order to guarantee precise and perceptive strategic determinations.

RESEARCH METHOD

This research aims to analyse the ethics of using ChatGPT in the context of leadership and strategic decisions. In this study, the researcher conducted desk research so that there was no need to go directly to the field during the data collection process, but rather examine various reference sources that support this research. Literature was obtained from online media and databases from journal portals according to keywords related to this discussion, namely the ethical use of ChatGPT in the context of leadership and strategic decisions. The author does not focus on specific journal portals or online media in determining relevant reference sources such as referring to Emerald Insight, ResearchGate, and Elsevier journal portals, but is more flexible. In this article, with a focus on public sector development strategies as a driver of economic growth, the author makes the keywords the focus of the search so as not to widen the main discussion. The search for journals, articles, and publications was mostly in the range of articles published between 2010 and 2023. Not all writings, journals, and publications that appear from the search results will be used, but only those related to the ethical use of ChatGPT in the context of leadership and strategic decisions.

This research is a type of qualitative research. Data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing to obtain a picture of the conclusions regarding the literature study that will be developed in this study. Data validation uses triangulation of data sources.

RESULTS AND DISCUSSION

The ethical utilisation of ChatGPT within the realm of leadership and strategic decision-making constitutes a significant matter that warrants careful deliberation. In recent times, there have been notable advancements in the field of artificial intelligence, resulting in the emergence of language models like ChatGPT. These models possess the capability to produce text that closely resembles human language and effectively imitate conversational interactions. The aforementioned phenomenon presents a multitude of prospects and advantages across various domains, such as leadership and the process of making informed choices (Gazzola et al., 2020). However, it also gives rise to notable ethical quandaries.

First and foremost, it is crucial to acknowledge that ChatGPT is a tool that is dependent on a substantial and varied corpus of training data. The model has undergone training utilising diverse datasets comprising textual material from various sources, such as books, news articles, and other online content. The significance of the training dataset's quality and diversity cannot be overstated in mitigating bias and unethical impersonation in ChatGPT responses (Rivas & Zhao, 2023).

In the realm of leadership and strategic decision-making, it is imperative to adhere to robust ethical principles when employing ChatGPT. Initially, it is imperative for users to refrain from utilising ChatGPT with the intention of deceiving or manipulating individuals. This encompasses the act of disseminating text produced by ChatGPT as one's own intellectual creation or viewpoint, without explicitly acknowledging its origin as an output of an artificial intelligence algorithm (Ausat, Massang, et al., 2023). Transparency and honesty are fundamental requirements in the utilisation of ChatGPT within the framework of ethical leadership and decision-making. Furthermore, it is imperative for users to exercise caution when utilising ChatGPT as a tool to address intricate issues. The utilisation of ChatGPT as a supplementary information source can offer novel insights and alternative perspectives (Ray, 2023). However, it is advisable to refrain from basing final decisions solely on the responses provided by ChatGPT. The maintenance of accountability among leaders and decision-makers is of utmost significance, as they bear the responsibility for their own decisions. It is imperative that they take into account the comprehensive context, organisational values, and the array of resources and information at their disposal.

It is important to acknowledge the potential presence of bias in ChatGPT. Language models, such as ChatGPT, have a propensity to mirror the inclinations and biases that are inherent

in the dataset used for training (Ferrara, 2023). Hence, it is imperative for users to possess an awareness of potential biases and make concerted efforts to minimise their adverse impacts. Achieving this objective involves incorporating social, cultural, and demographic diversity considerations into the training datasets utilised, as well as implementing a process of ongoing evaluation and enhancement for ChatGPT responses. Furthermore, the preservation of privacy is also a matter of concern when utilising ChatGPT. In instances where ChatGPT is utilised for the transmission of sensitive or personal data, it is imperative to ensure the safeguarding of such information through adherence to relevant privacy legislation and the implementation of sound security measures.

Moreover, it is crucial for users to contemplate the enduring consequences associated with the utilisation of ChatGPT within the realm of leadership and strategic decision-making. It is imperative for individuals to consider the potential social, economic, and political ramifications that may arise from an excessive dependence on artificial intelligence in the decision-making realm. Furthermore, it is imperative to anticipate the prospective displacement of human employment by artificial intelligence algorithms and carefully deliberate upon the ethical ramifications associated with such a development (Gadzali et al., 2023).

To ensure ethical utilisation of ChatGPT within the realm of leadership and strategic decision-making, it is imperative to foster inclusive discussions and promote analytical reasoning among a wide range of stakeholders. The individuals encompassed in this category consist of data scientists, ethicists, business practitioners, and the general public (Kass, 2001). The engagement of multiple disciplines in collaborative efforts can facilitate the establishment of comprehensive guidelines and optimal practises that effectively protect the interests of all stakeholders.

The utilisation of ChatGPT within the realm of leadership and strategic decision-making presents promising possibilities, yet concurrently presents notable ethical quandaries. Users should prioritise the adherence to ethical principles, including but not limited to transparency, honesty, contextual understanding, bias reduction, privacy protection, and long-term impact assessment. By adopting a cautious and conscientious methodology, the utilisation of ChatGPT can yield substantial advantages in the realm of ethical and efficient decision-making.

When examining the ethical utilisation of ChatGPT within the realm of leadership and strategic decision-making, it is imperative to take into account various significant factors..

First and foremost, it is crucial to take into account the principles of equity and sustainability when utilising ChatGPT. It is imperative for leaders and decision-makers to take necessary measures to prevent the occurrence or perpetuation of social injustice, discrimination, or adverse consequences on specific groups arising from the utilisation of artificial intelligence algorithms. This objective can be accomplished by ensuring that the training datasets employed are impartial and encompass equitable representation of diverse social, economic, and cultural cohorts. Additionally, it is crucial to comprehend and effectively mitigate the potential risks that are inherent in utilising ChatGPT (Ausat, Suherlan, et al., 2023). Although artificial intelligence algorithms have the potential to offer valuable insights, they are also susceptible to attacks and misuse (Harahap, Ausat, et al., 2023). It is imperative for leaders and decision-makers to prioritise robust security measures in order to safeguard ChatGPT systems against unauthorised access, data manipulation, and the dissemination of false information. Furthermore, it is imperative to establish robust monitoring and oversight mechanisms to guarantee that ChatGPT functions in accordance with predetermined standards and does not give rise to unforeseen hazards.

Furthermore, it is imperative to ensure that the utilisation of ChatGPT within the realm of leadership and strategic decision-making is conducted in a manner that upholds and respects established ethical principles and societal standards. It is imperative for leaders and decision-makers to conscientiously contemplate the ethical ramifications of their decisions and ascertain that the utilisation of ChatGPT aligns with established ethical frameworks that enjoy broad recognition. This may necessitate the examination of the enduring benefits, equity, distribution of authority, and societal impact that may arise from the utilisation of these artificial intelligence algorithms. Transparency and accountability are fundamental principles that ought to be upheld in the utilisation of ChatGPT (Ausat, Azzaakiyyah, et al., 2023). It is imperative for leaders and decision-makers to effectively convey the utilisation of ChatGPT to personnel, collaborators, and other

relevant parties. In addition, it is imperative to provide a comprehensive elucidation of the sources and methodologies employed by ChatGPT, along with a thorough examination of its limitations and weaknesses. By engaging in this practise, individuals are able to establish a sense of confidence and uphold ethical principles in their utilisation of ChatGPT (Sudirjo, Diawati, et al., 2023).

Ultimately, the integration of ChatGPT within the realms of leadership and strategic decision-making necessitates a dynamic and receptive approach towards incorporating feedback and addressing criticism. Artificial intelligence algorithms exhibit a dynamic nature, undergoing continuous evolution in tandem with shifts in the realms of business, technology, and society. Leaders and decision-makers should demonstrate a willingness to receive feedback, assume accountability for their decisions, and be prepared to make adjustments and rectify any errors as needed.

In the realm of leadership and strategic decision-making, it is imperative to adopt a prudent and conscientious approach when considering the ethical utilisation of ChatGPT. Leaders and decision-makers can uphold integrity and ethics in their decision-making processes by taking into account ethical principles such as fairness, sustainability, safety, social values, transparency, accountability, and responsiveness. This approach enables them to harness the beneficial capabilities of artificial intelligence algorithms while ensuring ethical considerations are prioritised.

CONCLUSION

The ethical utilisation of ChatGPT within the realm of leadership and strategic decision-making necessitates intricate and significant deliberations concerning transparency, equity, confidentiality, long-term ramifications, and risk mitigation. While ChatGPT offers substantial advantages, it also presents ethical dilemmas that necessitate resolution. Based on the aforementioned information, this study draws the subsequent conclusions:

- a) **Transparency and Honesty:** It is of utmost significance to provide explicit disclosure regarding the utilisation of ChatGPT and to elucidate that the text produced is derived from algorithms pertaining to artificial intelligence. Mitigate the potential for deception and manipulation by providing explicit clarification regarding the origin and methodology employed.
- b) **Consider Context and Human Decisions:** Utilise ChatGPT as a supplementary resource for acquiring additional information and as a tool to facilitate the process of decision-making. It is imperative to maintain responsibility for the ultimate determination while taking into account contextual factors, organisational values, and additional pertinent information.
- c) **Decrease Bias:** In order to mitigate bias, it is imperative to incorporate a comprehensive range of social, cultural, and demographic variables within the training dataset. Ongoing assessment and enhancement are imperative in order to address and minimise any potential adverse consequences that may arise.
- d) **Privacy Protection:** To ensure the protection of sensitive or personal data, it is imperative to adhere to relevant privacy legislation and adopt effective security measures when exchanging information.
- e) **Consider Long-Term Implications:** Consider the enduring societal, economic, and political ramifications associated with the utilisation of ChatGPT. This inquiry pertains to the ethical ramifications associated with the substitution of human labour by automated systems, and necessitates a careful examination of the equilibrium between artificial intelligence and human welfare.
- f) **Collaboration and Stakeholder Engagement:** Facilitate meaningful discourse and critical analysis among data scientists, ethicists, business practitioners, and the wider public to establish comprehensive guidelines and optimal methodologies that effectively protect the interests of all stakeholders.

Through the application of these principles, individuals in positions of leadership and authority can employ ChatGPT in an ethical manner, thereby facilitating efficient and responsible decision-making. It is imperative to closely monitor advancements in the realm of artificial intelligence and consistently contemplate the ethical ramifications associated with the utilisation of this progressing technology.

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