

Pierina Camarena
Léon Nyametso
Capucine Marteau

Introduction

We introduce a new game: "**2030 - The CEO Dilemma**". The purpose of this game is to project the player in a near-future reality where AI plays a pivotal role in the corporate world, and highlight various dimensions of this AI influence on human decisions.

The player competes against an AI that is presented with the identical scenario, sharing the same objectives, constraints, and options for decision-making.

Game scenario

Background: You are the CEO of an AI home device company. Your main competitor is another AI home device company, **led by an AI CEO**. The market is rapidly expanding and highly competitive.

Objective: Maximize your company's profit while carefully managing societal impact. Exceeding a certain threshold of negative societal impact results in losing the game.

Game Mechanics:

- Each turn, players face ethical dilemmas impacting different aspects of their company.
- Decisions affect the following areas: **company performance** (gain or loss of market share, revenues, profit), and **societal impact** (consequences of decisions on society).
- The game progresses through various stages, from startup to a multinational corporation, with decisions becoming increasingly complex and impactful.
- The AI CEO is confronted with the same decision points as the player.

Decision Points :

- Deciding on which risk management system to implement to abide by the EU AI Act
- Prioritizing between fixing algorithms bias or launching product for a better speed to market
- Using profiling to nudge people towards buying the product
- Dealing with a suspicion of industrial espionage by competitor
- Transitioning towards Industry 4.0 with full automation
- Choosing on whether or not to implement AI managers

- Choosing on whether or not to accept a merger proposition by a well-known industrial player with dubious practices
- Expanding into wearable devices with data privacy and security concerns

Winning the Game:

- The player who successfully maximizes profit without crossing the societal impact threshold wins.

Feedback Loop:

- Regular updates on company performance and societal impact will be provided.
- News events and market trends will also influence decision outcomes.

Game philosophy

This game operates on two distinct levels of understanding, each with its own set of insights and questions.

First Level: Ethical Debates in an AI-Dominated Corporate World At this level, the game initiates discussions on the ethical dilemmas that arise in a world where AI has a pervasive presence in the corporate sphere. It encourages players to contemplate the critical concerns that should be addressed in AI governance policies. Key questions include: What ethical issues are most pressing in a corporate landscape influenced heavily by AI? How should these issues be ethically and effectively incorporated into AI governance frameworks? Additionally, the game explores the potential ramifications of neglecting these crucial topics. What are the consequences for society, businesses, and individuals if these ethical concerns are overlooked or mishandled?

Second Level: Alignment and Impact of an AI CEO The deeper level delves into the concept of alignment - how an AI, acting as a CEO with a specific objective, performs and impacts the corporate environment. It examines the effectiveness of an AI in making decisions that align with both corporate goals and ethical considerations. This level questions how an AI CEO balances profit maximization with societal impact, and whether its decision-making process aligns with human ethical standards. Furthermore, it explores the performance metrics of an AI CEO compared to its human counterpart: Does an AI CEO achieve objectives more efficiently? What is lost or gained in terms of ethical considerations, corporate responsibility, and stakeholder trust when an AI is at the helm?

Limitations and next steps

Due to limited time, we were unable to accomplish several key aspects:

1. **Establish a Defined Regulatory Environment:** We intended to create a detailed backdrop of the regulatory landscape, incorporating studies of the EU AI Act, the Biden-Harris legislation, and other AI governance frameworks. Our goal was to integrate real-life policy challenges into the game through dilemmas that reveal the shortcomings of these policies.
2. **Clarify the Concept of Societal Impact:** We planned to develop a comprehensive understanding of what 'societal impact' entails in the context of our game. This includes forming a solid basis for what constitutes societal impact and its various components.
3. **Explore the Nuances of Decision-Making:** We aimed for a more nuanced approach to the game's decision-making process. This would involve making the game highly interactive, where each choice leads to unique scenarios, significantly influencing the game's dynamics and outcomes.

⇒ [DETAILED GAME SCENARIO](#)