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ETHICAL CONTEXT OF THE USE OF ARTIFICIAL INTELLIGENCE IN POLISH ORGANISATIONS - EXPERIENCES AND OPINIONS OF GENERATION Z REPRESENTATIVES

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ABSTRACT

Purpose: *This article aims to explore the opinions and experiences of Generation Z representatives regarding the use of AI in the organisations in which they work and their consideration of the ethical context when using AI, together with an indication of future application challenges.*

Need for the study: *The impetus for the present research was three basic research questions. What are the opinions and experiences of Generation Z representatives regarding using artificial intelligence in organisations and their workplaces? What is the status quo regarding training on the use of AI in their workplaces and the use of AI codes of ethics? What are the desired directions of challenges in this area?*

Methodology: *The research methodology in the article is based on two coherent parts: theoretical and empirical. In the first part, an analysis of the literature on the subject was carried out, pointing out, above all, the importance of the topic under consideration and the observed research gap. The second part presents the results of primary research conducted on a purposively selected group representing people from Generation Z. The research, in terms of subject matter, was related to the presented aim of the article and was conducted in the year 2025 using an electronic questionnaire containing 17 questions from the indicated area.*

Findings: *The research made it possible to establish the actual state of affairs in several areas: knowledge of the concept of artificial intelligence by the surveyed representatives of generation Z, the degree and scope of use of such systems in organisations where the surveyed persons work, determination of the advancement of training in the area of the use of artificial intelligence by the indicated organisations, determination of the advancement of implementation of ethical codes of conduct by the indicated organisations with the use of AI, the respondents' sense of trust in the use of AI systems and indication of concerns related to this. In addition, the survey results indicated the direction of desirable actions related to the need to organise relevant training in the use of AI and the implementation of codes of ethics for the use of AI in organisations.*

Practical Implications: *The article indicates the state of the art in using artificial intelligence systems in organisations and the related ethical and training issues. It also provides specific recommendations for both future research and management practitioners.*

Keywords: artificial intelligence system; AI; modern technology; organization management; business ethics; generation Z

Jel codes: M19; M29; O33

1. INTRODUCTION

The dynamic development of artificial intelligence systems, or, for a shorter time, ‘artificial intelligence’ or AI (as an abbreviation for Artificial Intelligence), is causing an intensification of discussions, including scientific ones, concerning various aspects of its activation. This includes the issue of developing AI itself and the context of its practical application. There are more and more threads and problems associated with it, and often they only emerge when specific phenomena and undesirable behaviour occur. This means that the new, not yet fully recognised nature of high-tech AI solutions generates, on the one hand, a beneficial and desirable direction for the development of humanity and, on the other hand, especially when, for example, there are signs of abuse or the need for accountability of AI, prompts a parallel reflection on issues related to the ethics of artificial intelligence, the ethical use of solutions using AI systems and the tools that can be used in this area. This also applies to the functioning of the business world, which, seeing above all the benefits of implementing intelligent solutions, is applying them increasingly intensively and, therefore, drawing attention to the already emerging threads of ethical problems. It is worth undertaking a discourse dedicated to this. In addition, paying attention to the initial phase of development and application of AI, it seems that it is mainly the representatives of the youngest generation present on the labour market - generation Z - who will primarily be confronted in the future with the already indispensable presence of artificial intelligence in the workplace and the consequences of such coexistence.

It is for this reason that this article focuses attention firstly on the problems of AI ethics in the context of its functioning in various organisations, above all, however, enterprises; secondly, it refers to the applicability of an ethics-relevant tool such as AI codes of ethics; and thirdly, the empirical research is subject-centred on representatives of generation Z.

2. LITERATURE REVIEW

For the purpose of this article, a review of the literature on the subject was conducted, noting the definition of the category of ‘artificial intelligence’, the increasing dynamics of AI development and application possibilities, the legitimacy of undertaking a discourse on ethical aspects related to both the development of AI itself and its use, and the need to develop codes of ethics for the use of AI and regular training in this area.

According to an analysis of the literature, the term ‘artificial intelligence’ (AI) was proposed in 1955 by John McCarthy (Siyah, <https://www.kaggle...>). Since then, many definitions of artificial intelligence have been coined and are being coined. According to John McCarthy's original formulation, artificial intelligence is the science and engineering of creating intelligent machines, brilliant computer programmes (McCarthy, 2007). This succinct and rather general notation is the basis for further definitions of this category found in the literature, which often develop and detail the answer to the question of what artificial intelligence is (Warszycki, 2019). An interesting definition of artificial intelligence has been proposed by, among others, the UK's Institute of Business Ethics, emphasising that it is ‘a term generally used to describe the simulation of elements of human intelligence processes by machines and computer systems. AI is characterised by three main features: learning - this is the ability to acquire relevant information and rules to use it; reasoning - this is the ability to apply acquired rules and use them to reach approximate or finite conclusions; and iteration - this is the ability to change a process based on new information acquired’ (Business Ethics & Artificial Intelligence, 2018).

The OECD, on the other hand, defined an AI system by stating that it is ‘a system built from machines that can, for a given set of human-defined goals, make predictions, recommendations or decisions affecting real or virtual environments’ adding that ‘AI systems are designed to operate with different levels of autonomy’ (OECD, 2019). The OECD also noted that ‘it is a general-purpose technology that has the potential to improve human well-being and prosperity, positively sustainable global economic activity, increase innovation and productivity, and help respond to key global challenges. It is being deployed in various sectors, from manufacturing, finance and transport to healthcare and security’ (OECD, 2019). It is worth noting, therefore, that the primary distinction in

terms of artificial intelligence is the machine and the use of various parts that mimic human intelligence in the broadest sense. It is important to note that applying such solutions in practice can have a vast dimension and applies to business functioning and its environment.

Currently, it can be assumed that around 35%³ (<http://www.ifirma...>) of organisations use artificial intelligence. This probably varies territorially and regarding the types of AI solutions used. According to a Eurostat study ([https://businessinsider ...](https://businessinsider...), 11.03.2025), the percentage of companies using at least one of the AI technologies, such as machine learning, natural language generation, speech and image recognition, is 13.5 % for the European Union, and is highest in the north-west (Benelux, Scandinavia and Germany) and lowest in the south (Portugal, Italy, Greece) and east (Poland, Hungary, Romania, Bulgaria). In Poland, this percentage is 5.9 per cent. A report by KMPG and Microsoft indicates that 'there is a dynamic increase in the number of companies in Poland that use artificial intelligence tools. 28 per cent of surveyed companies declared the implementation of AI-based solutions, which is as much as a 13 percentage point increase compared to 2023. Additionally, of the companies not yet using this technology, 30 per cent want to use AI-based business tools soon. The automotive (47 per cent) and financial (40 per cent) industries show the most extraordinary sophistication in the use of AI' ([https://businessinsider ...](https://businessinsider...), 13.03.2025).

It therefore appears that an increasing number of entities are incorporating and will continue to incorporate artificial intelligence systems into executing processes and tasks within their operations. It should be stressed, however, that in addition to the opportunities and positive aspects associated with this, certain dangers must be recognised. Among the main dangers of artificial intelligence are the following: incomplete use and abuse of artificial intelligence, liability aspects, threats to fundamental rights and democracy, impact on jobs, distortion of competition, security threats (<https://www.europarl...>). They also often touch on moral issues. This is pointed out, among others, by R. Sroka, who states that '... the work on artificial intelligence carried out by companies seems beyond any social control from the side of ethical evaluation' (Sroka, 2019, p. 272).

It is worth adding that this is one of the contexts of ethical problems related to the progressive development of AI. Therefore, arguably, for a long time now, one has noticed a growing discourse in the literature covering the topic of the ethics of artificial intelligence in the broadest sense (Gasparski, 2019; Sroka, 2019; Niezgoda, 2019; Ryan, Stahl, 2021; Siau, Wang, 2020; Brendel, Mirbabaie, Lembcke, Hofeditz, 2021; Kosiak, 2023; Sypniewska, Gołębiowski, 2023; Sroka, 2024), which, according to the Guidelines of the High-Level Expert Group on Artificial Intelligence (HLG). Artificial Intelligence, which the European Commission set up, focuses on normative issues related to the design, development, implementation, and use of AI (Wytyczne w zakresie...). As M. Chojnowski (2022) points out, the ethics of artificial intelligence can be framed in various ways:

1. 'Legalistic (principled, code) approach – static, focuses on formulating rules and norms and confirming compliance with them. In this view, AI ethics resembles a soft version of law. It is primarily associated with the codification stage, but can also develop into an overarching approach due to the over-representation of lawyers among AI ethics experts.

- 2 The operational (pragmatic) approach – active, seeks to apply general norms and principles in practice, i.e. to operationalise values. It involves the methodical integration of ethics into designing, implementing and using AI.

3. critical (contextual) approach – dynamic, recognises the variety and variability of situations in which principles and norms are applied. Related to the contextualisation stage. Here, ethics is a tool for critical reflection on the shape of the social and political reality in which AI operates' (Chojnowski, 2022, p. 16-17).

This author adds that 'the legalistic approach is currently the most widespread. It can take the shape of recommendations or guidelines - either general (such as EU or OECD guidelines) or aimed at specific stakeholders (such as IEEE guidelines). It also includes corporate codes of ethics (Chojnowski, 2022, p. 17). It is worth noting at this point, as pointed out by M. Ryan, and B. C. Stahl (2021), to the multitude of existing AI ethical guidelines. In this regard, they recognise the problems of, firstly, that many guidelines are very broad in scope, meaning that they provide guidance for different stakeholder groups,

³ According to IBM's 2022 Global AI Adoption Index report, compiled from a survey of more than 3,000 companies across 22 industries and 53 countries, up to 35% of organisations are now using artificial intelligence. (<http://www.ifirma...>).

and secondly, that there are currently so many guidelines that it is very difficult to navigate through them and understand which ones exist, and what specific practical guidance exists, for those who develop and use AI systems. To date, guidelines of a universal nature and international relevance have emerged. However, some provisions specifically refer to principles and standards detailing the specifics of the development and use of AI systems in specific countries, organisations or even companies.

One example of international guidelines is the principles prepared by the OECD promoting innovative and trustworthy AI use and respecting human rights and democratic values (<https://www.oecd...>). These principles include:

1. 'Inclusive growth, sustainable development and prosperity.' This principle highlights the potential of trustworthy AI to contribute to overall growth and prosperity for all - individuals, society, and the planet - and achieve global development goals.
2. Respect the rule of law, human rights and democratic values, including integrity and privacy. AI systems should be designed to respect the rule of law, human rights, democratic values and diversity. They should include appropriate safeguards to ensure a fair and just society.
3. Transparency and explainability. This principle concerns transparency and responsible disclosure of AI systems to ensure that people understand when they interact with them and can question the results.
4. Robustness, safety and security. AI systems must operate robustly, safely and securely throughout their lifecycle, and potential risks should be continually assessed and managed.
5. Accountability. Organisations and individuals developing, implementing or operating AI systems should be held accountable for their proper functioning in accordance with the value-based OECD Principles for AI' (<https://www.oecd...>).

At the European Union level, the Ethics Guidelines for Trustworthy Artificial Intelligence, which were prepared by an independent high-level group of experts on artificial intelligence appointed by the European Commission (2019), first emerged. The aim of the guidelines 'is to promote trustworthy artificial intelligence. Trustworthy artificial intelligence has three characteristics that must characterise the system equipped with it throughout its life cycle: a) it should be lawful, i.e. comply with all applicable laws and regulations, b) it should be ethical, ensuring compliance with ethical principles and values, and c) it should be robust from both a technical and societal point of view, as AI systems can cause unintended harm even when used in good faith' (Wytyczne w zakresie...).

Subsequently, an Artificial Intelligence Act was drafted establishing a common framework for the use and provision of AI systems in the EU, with a classification of AI systems with various requirements and obligations aligned to a 'risk-based approach'. According to the provisions in the AI Act, 'certain AI systems posing 'unacceptable' risks are prohibited. A wide range of 'high-risk' AI systems that may harm health, safety or their fundamental rights are allowed, but are subject to a set of requirements and obligations to gain access to the EU market.' AI systems posing limited risk due to a lack of transparency will be subject to information and transparency requirements. AI systems posing only minimal risk to humans will not be subject to further obligations (<http://www.europarl...>).

In Poland, the AI Policy (Uchwała nr 196 Rady Ministrów...) was enacted in 2020, taking into account 'actions that Poland should implement and goals that it should achieve in the short term (until 2023), medium term (until 2027) and long term (after 2027), aimed at the development of Polish society, Polish economy and Polish science in the field of artificial intelligence. All objectives and tools are divided into six areas: AI and society (...), AI and innovative companies (...), AI and science (...), AI and education (...), AI and international cooperation (...), AI and the public sector (...)' (Uchwała nr 196 Rady Ministrów...).

Besides, it is worth emphasising that, in application terms, peculiar codes of ethical use of artificial intelligence of various organisations are emerging. An example is the 'Warsaw Principles', which were developed by The International Communications Consultancy Organisation (ICCO) and adapted to the Polish market by the Association of Public Relations Firms. They are intended to be helpful in 'organising processes and resolving ethical dilemmas that arise when PR practitioners use AI solutions' (Powstały zasady...). They take into account the following rules (Powstały zasady...): Transparency, Openness and Authenticity; Integrity, Fact-Checking and Combating Misinformation; Privacy, Data Protection and Responsible Sharing; Bias Detection, Mitigation and Inclusivity; Intellectual Property, Copyright Compliance and Media Literacy; Human Oversight, Intervention and Collaboration; Context Understanding, Adaptation and Personalisation; Responsible Automation and Efficiency; Continuous

Monitoring, Evaluation and Feedback; Ethical Professional Development, Education and Promotion of AI.

The direction to create codes of ethics more ‘dedicated’ to the specific ways and specificities of using artificial intelligence systems seems correct. According to the provisions of the ‘Independent Expert Guidance’ (Wytyczne w zakresie..., 2019) on codes of conduct, ‘organisations and stakeholders can use these guidelines and adapt their corporate social responsibility code, key performance indicators, codes of conduct or internal policy documents to include the drive to implement trustworthy artificial intelligence’ (Wytyczne w zakresie..., 2019). It is therefore worth emphasising the legitimacy of the otherwise voluntary efforts of specific organisations, companies to develop codes and detailed provisions for artificial intelligence systems specific only to them, particularly in their modes and scopes of use. General guidelines may not always be sufficient in view of the various problems and risks generated by artificial intelligence systems.

It is important to bear in mind that AI systems are constantly evolving, finding new uses and can generate previously unseen harms. Implementing AI codes of ethics by various organisations, including companies, also shows their awareness of responsibility. Companies can apply AI codes of ethics to their business, which has many more benefits. As K. Sobków emphasises, this allows companies to (Sobków, Przykłady...): better adapt to the changing regulatory environment, define standards of responsibility for the consequences of AI decisions and establish control mechanisms, build the trust of customers and business partners, prevent AI-related discrimination and abuse, support the sustainable and ethical development of technology.

It is worth emphasising that the very fact of drawing the company's attention in just such a way, i.e. using code provisions, to the possible risks related to the use of artificial systems, analysing them and indicating the chances of controlling the potential negative effects of its operation, influences the sense of security in the broad sense. Arguably, any code should be governed by basic, universal principles, among which we can distinguish (Sobków, Przykłady...): the priority of humans over algorithms, ensuring the security and reliability of technology, privacy protection and data management, non-discrimination and equal treatment, social and ecological well-being, or issues of accountability and oversight mechanisms. However, just as each application of artificial intelligence systems may differ, AI codes of ethics should address this specific application and refer to the possible risks and hazards involved. They should also be confirmed by the values recognised and respected at the level of each organisation. Therefore, the integrity of the provisions on using AI with the organisation's strategy for shaping social responsibility, or directly with its code of ethics or code of conduct, seems legitimate.

Another, separate issue, remains the adherence of individual members of companies and organisations to the principles and rules of conduct enshrined in AI codes of ethics. This is because it often turns out that the provisions do not fully convey the understanding of directly bearing responsibility for using AI. Therefore, the ongoing need for training and awareness-raising in this area is worth noting. Cyclical meetings and lively discussions are of particular value, as they often result in awareness-raising on the one hand and, on the other hand, can provide information about problems that have not yet occurred and can thus be a reason to amend or supplement existing code provisions.

Although there is a significant number of publications in the literature on definitional issues of AI ethics and analyses of normative documents in its scope, one can notice a research gap and a paucity of publications addressing the theme of applied problems related to the ethical use of AI in various organisations. In this dimension, this article fills the gap, as it refers to the presentation of the experiences and opinions of Generation Z representatives about using artificial intelligence systems in their workplaces.

3. METHODOLOGY

The subject scope of the study was the opinions and experiences related to the use of artificial intelligence in Polish organizations, workplaces of the people surveyed, and the use of normative solutions and training in the field of artificial intelligence ethics. For this purpose, a 17-question questionnaire was prepared electronically using the MS Forms application. Four questions from the

questionnaire were so-called metric questions, in which the respondents were asked to specify their gender, age, type of study, and field of study. Two questions concerned the category of "artificial intelligence", another two the use of artificial intelligence systems in the workplace, and three further training in AI. The next three questions referred to normative solutions in the field of the use of artificial intelligence, and the last three took into account opinions on trust in artificial intelligence and concerns related to it.

The scope of the study included Generation Z from the group of students studying at the University of Szczecin as part of full-time and part-time studies in the following fields of study: Management of Public Institutions and Public Relations, Logistics, Logistics Engineering, Entrepreneurship and Investments, and Management. The sample selection was purposeful, considering the largest possible group of Generation Z people, assuming that primarily representatives of this generation will be most closely associated with work using artificial intelligence systems. Since it is commonly assumed that Generation Z people are born in the years 1997-2012 (Wojtoszek, 2023, p. 174; Pokolenie Z na rynku pracy..., 2023, p. 3), and these boundaries are conventional and quite flexible, attention was paid to ensure that the study included primarily people under the age of 30. Of the students surveyed, only about 5% were people over 30. The survey was conducted in March 2025.

4. RESULTS

The study involved 186 people, including 111 women and 75 men. The respondents were 60 percent full-time students and 40 percent part-time students. The structure of their answers to individual questions is presented in the latter part of the article, considering the division into individual parts concerning the broad context of using artificial intelligence in organisations where the respondents work or have worked. The survey's first question referred to the respondents' familiarity with the category of artificial intelligence or artificial intelligence systems, and where they first encountered these concepts. The structure of answers to these questions is presented in Table 1.

Table 1. Answers to questions about the category of 'artificial intelligence'

Questions	Percentage of respondents' answers				
	Yes	No			
Have you encountered the term 'artificial intelligence' or 'artificial intelligence system'?	99	1			
Where did you first encounter the term 'artificial intelligence'?	at school	at university	at work	on the Internet	somewhere else
	22	18	2	57	1

Source: own study based on the results of primary research.

When analysing the data from Table 1, it is worth emphasising that almost every Generation Z person surveyed has encountered the term "artificial intelligence" or an artificial intelligence system. The relatively most significant percentage of respondents indicated the Internet as the place where they first encountered this term. The next two questions in the survey concerned the use of artificial intelligence in the workplace of the surveyed people and the areas in which the organisation uses it. The answers to these questions are presented in Table 2.

The results of the answers to the questions about the use of artificial intelligence in the workplace suggest that a significant minority of the surveyed people work or have worked in an organisation that uses such solutions. However, they indicate a relatively significant scope of use of artificial intelligence in organizations. The following three questions in the questionnaire were related to implementing training in the workplace on the use of artificial intelligence. The answers to these questions are presented in Table 3.

Table 2. Answers to questions about the use of artificial intelligence systems in the workplace

Questions	Percentage of respondents' answers	
Do you work or have you worked in an organization that uses artificial intelligence?	Yes	No
	11	89
If so, to what extent (area) does/did the organization use artificial intelligence? (please indicate the department, tasks, products, activities, etc.)	creating text content - marketing, emails, to create a marketing strategy and marketing materials, creating strategies, text optimization, content creation, activities supporting programmers, marketing department, master data department, BI department, creating reports, tables and creative content, customer service, query analysis, assignment, queries to the appropriate department, answering simple customer questions, in hearing aids, data analysis, translating data between Excel templates, using chats and AI assistants to search for information, creating presentations and summaries, designing, searching for thematic information, IT department, writing articles, mathematics department	

Source: own study based on the results of primary research.

Table 3. Answers to questions about AI training.

Questions	Percentage of respondents' answers	
Was/is there any training on using artificial intelligence in your workplace?	Yes	No
	4	96
If so, to what extent?	data security, protection of sensitive data when using such tools, data privacy and safe use, and how it works in hearing aids	
Do you think that training on using artificial intelligence should be carried out in every organization?	Yes	No
	68	32

Source: own study based on the results of primary research.

The analysis of the responses in Table 3 shows that only 4% of respondents confirmed that they had conducted training in the workplace on the use of artificial intelligence, and most of it concerned safety issues. At the same time, most respondents believe that training in using artificial intelligence should be conducted in every organization. In the next part of the study, respondents were asked three questions about normative solutions in the field of the use of artificial intelligence used in the workplace. The structure of the responses to these questions is presented in Table 4.

Table 4. Answers to questions about normative solutions for the use of artificial intelligence in the workplace.

Questions	Percentage of respondents' answers		
Does your organisation have a separate code of ethics/code of conduct regarding artificial intelligence?	Yes	No	I don't know
	11	49	40
Does your organisation have specific provisions regarding artificial intelligence in its code of ethics / code of conduct?	5	53	42
Do you think that a code of ethics/conduct regarding AI should be implemented in every organization that uses AI?	82	18	x

Source: own study based on the results of primary research.

As can be seen from the data presented in Table 4, 11% of respondents indicated that their organization has a separate code of ethics or code of conduct regarding artificial intelligence, 5% indicated that the organization has specific provisions regarding artificial intelligence in the code of ethics or code of conduct. It is also worth noting that in the case of answers to these two questions, a relatively large number of respondents did not know whether such solutions were used in the organization. In addition, it can be stated that the vast majority of people surveyed believe that a code of ethics or code of conduct regarding artificial intelligence should be implemented in every organization that uses artificial intelligence. The last questions in the survey concerned the respondents' opinions on their trust in artificial intelligence and concerns related to its use. In response to the question "To what extent do you trust the use of artificial intelligence in the workplace?" with the option to select a rating on a scale from 1 to 5, where 1 meant very little trust and 5 meant very much trust, the calculated average rating was 3. The distribution of answers to the last two questions regarding the respondents' concerns and the indication of the types of concerns are presented in Table 5.

Table 5. Answers to questions about opinions on trust in and concerns about artificial intelligence.

Questions	Percentage of respondents' answers	
Do you have concerns about the use of artificial intelligence in the workplace?	Yes	No
	28	72
If so, what are these concerns? (Please indicate at least one, maximum three)	replacing an employee with artificial intelligence, people do not know how to use it and do not verify information, and not everything is always true, loss of jobs for many people, often makes mistakes, fewer jobs for people, unreliable information, false information, plagiarism, complete replacement of human work, opens the door to "shirking" work, leakage of sensitive data due to a system error, irregularities in understanding customer needs, lack of data security, too much reliance on artificial intelligence, lack of human development, loss of control over artificial intelligence, erroneous understanding of the problem = incorrect solution, need to check answers - frequent errors, use of old databases, lack of 100% certainty regarding the knowledge of artificial intelligence, data leak, improper use of data made available to artificial intelligence, poor assessment of the situation by artificial intelligence or failure to take all aspects into account, it can obtain our private information without our knowledge and consent, the problem is the substantive knowledge of AI based on the Internet and its verification, it is not accurate, reliable, poor effectiveness, people will stop thinking independently and will trust blindly artificial intelligence, does not take into account all aspects when making decisions, is not "intelligent" enough at the current stage of development to have a free hand in making decisions, does not respect copyrights and spreads disinformation	

Source: own study based on the results of primary research.

Based on the analysis of the data presented in Table 5, almost 30% of respondents have concerns about the use of artificial intelligence in the workplace, and the list of concerns indicated is relatively long.

5. DISCUSSION

The development of artificial intelligence systems and the constantly expanding scope of application of such solutions, also in business, have been a source of both previously unseen problems and threats as well as various scientific discourses, including managerial and ethical ones (Siau, Wang, 2020; Brendel, Mirbabaie, Lembcke, Hofeditz, 2021; Kosiak, 2023; Sypniewska, Gołębiowski, 2023; Sroka, 2024). The research carried out in this article is a contribution to the discussion on the need to draw the attention of both scientists dealing primarily with business ethics and practitioners of managing and managing organizations to the ethical context of using artificial intelligence systems and the need to promote awareness of accepting responsibility in this area.

It is worth emphasising that existing normative solutions in the form of guidelines and principles of international application, which are subject to various analyses by researchers (Ryan, Stahl, 2021), seem to be the primary and universal determinants of the basic rules relating to the use of AI. First of all, they allow for the maintenance of the primacy of human rights when using AI systems, as well as to make AI users aware of the types of risks and threats, i.e. to address the topic of security and emphasise issues related to specific consequences, and thus consider the aspect of responsibility. However, given the variety of ways of using AI systems and the heterogeneity of stakeholder groups, this general nature of the guidelines' provisions often seems insufficient. It encourages reflection on creating more detailed rules, considering the specificity of their application to specific entities. These rules can be included in various normative documents already functioning in organizations or may take the form of completely separate ethical codes of AI use (Guidelines on...). It should be noted that, as stated by R. Sroka (2024), "The process of intentional and at the same time spontaneous shaping of institutions for business ethics, using AI in each of the above-mentioned aspects of institutional economy, i.e. in the scope of informal institutions, formal institutions and institutions-organizations, has only been underway for several years." Therefore, this is related to the initial stage of forming appropriate regulations and requires special attention and involvement of practitioners and scientists. The fields of discussion and implementation of research in this field must be consistent with the needs emerging with the expanding contexts of using artificial intelligence systems. Additionally, it is worth pointing out the need to shape awareness of the opportunities and threats that AI solutions bring, as well as the special role in this area of training at various levels of education, carried out by employers, also covering ethical aspects.

6. CONCLUSION

In this broad context of the development and use of AI systems and the related ethical issue, the empirical research results presented in the article first allowed us to establish a specific status quo in terms of:

- familiarity with the concept of artificial intelligence among the surveyed representatives of Generation Z; it turned out that almost all of the surveyed people know this concept, and they indicated the Internet as the source of their first encounter with this category; this probably means that there is great interest in this topic among young people and at the same time indicates the need for conscious education in this area;
- degree and scope of use of such systems in the organizations in which the surveyed people work; according to the research results, only 11% of respondents confirmed working in an organization that uses artificial intelligence; the scope of AI application was diverse and included, among others: creating text content, marketing strategy and marketing materials, and activities supporting programmers; this indicates primarily the initial phase of using such solutions by the organizations in which the surveyed people work;
- determining the level of advancement in conducting training in the area of the use of artificial intelligence by the indicated organizations; based on the conducted research, one can see a complete lack of satisfaction related to conducting training on the use of AI, and thus also drawing attention, apart from safety itself, to the issues of responsibility related to it and the variety of problems and threats;
- determining the level of advancement in the implementation of codes of ethics by the indicated organizations about the use of AI; a relatively small percentage of people indicating the implementation of codes of ethics or specific provisions in existing documents related to the use

of AI in organizations may mean that we are dealing with the initial phase of shaping awareness of the importance of ethical issues when using AI;

- the sense of trust of respondents in the use of artificial intelligence systems and indication of concerns related to it; a relatively low level of trust of the surveyed people in the use of AI in the workplace and a relatively high percentage of indications of existing concerns and their numerous and diverse set may mean a high sense of awareness of problems related to the use of AI.

Secondly, the survey results helped to determine the direction of desirable actions related to the need to organise relevant training on the use of AI and the implementation of codes of ethics/conduct on the use of AI in organisations. The answers of the surveyed people concerning these issues argue such a conclusion. Their indications of “yes” in the questions about the need to organise training on the use of AI and implement codes of ethics for the use of AI are further presented in Figure 1.

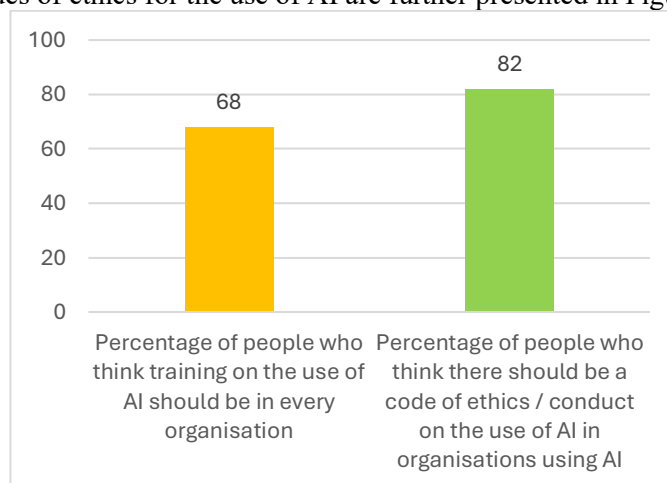


Figure 1. Percentage of people confirming the need for training and the implementation of codes of ethics / conduct on the use of AI in organisations using AI systems

Source: own study based on the results of primary research.

As seen from Figure 1, it is worth noting again that the vast 68% of respondents highlighted the need for training by organisations that use AI. In addition, the vast majority of respondents - 82% - indicated the need to implement a code of ethics or code of conduct on AI in any organisation that uses AI. This may mean that those surveyed recognise the importance of the problems and risks associated with using AI. This is why they indicate as legitimate the provision of training and the creation of codes of ethical conduct for using AI.

To sum up, as the research shows, the processes related to the use of solutions using artificial intelligence in Polish organizations, as well as those related to ethical issues, can be treated as initiated, but in the initial phase of development. This is perhaps related to the still negligible adoption of intelligent solutions by Polish companies, especially micro, small and medium-sized ones. It seems, therefore, that the preparation of the relatively young part of the community - people from generation Z and beyond - for the standards of working with AI remains at the stage of the need for broad education and awareness-raising, taking into account both the benefits and risks associated with it. The role of employers, who are interested in the development and use of AI, as well as schools and universities, is therefore significant.

In the context of further research, analyses and application activities, in view of the awareness of the constantly growing scope of AI use and dynamic changes in conditions, risks and threats, it is also important, in addition to constructive discussions and scientific publications and activities shaping the basic rules of broadly understood responsibility, to create code provisions by individual organizations, including enterprises, their simultaneous constant monitoring and possible improvement. Additionally, it is worth noting that the mere existence of codes or specific provisions may prove insufficient. It is also worth paying attention to various procedures and control systems related to both the use of artificial intelligence in the organization itself and the application of established rules of conduct. Therefore, the

issues of enforcement (Sobków, Przykłady...) of these provisions and possible sanctions related to their violation also require attention. Therefore, it is worth expanding the research threads to include further issues related to the research conducted in this article and, due to the intensive development of this subject, taking into account the cyclical nature of this type of research.

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Republic of Poland

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