

## AI Powered Ethical Innovations for Sustainable Business Decision: Empirical Evidence from Indian ITEs Organisations

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### Abstract

Artificial Intelligence (AI) is integrated into strategic decision making to transform the business landscapes where it offers extraordinary opportunities to scale, optimise the operations, and push the innovations. This approach helps the business to promote ethical, transparent, and sustainable practices. Organizations can analyse huge amount of data, improve their operational efficiencies, reduce the environmental effect, and make sure of having fair decision-making process with the help of AI-powered ethical innovations. These innovations are helpful in supporting sustainable business growth as it improves the use of resources, mitigates the risks, and strengthens corporate social responsibility (CSR). Data privacy, accountability, and unbiased outcomes are all protected by ethical AI outlines which in turn helps in building trust among the customers and the investors both. ITEs organizations are coming forward to adopt AI driven solutions in competitive digital environment in order to balance their profitability with environmental and social sustainability. 191 respondents from different departments of Indian ITEs Organisations were surveyed to know the factors that determines AI Powered Ethical Innovations for Sustainable Business Decision in Indian ITEs Organisations and the impact of AI powered ethical innovations on sustainable business decisions. The study concludes that there is significant impact of AI powered ethical innovations on sustainable business decisions.

**Keywords:** Artificial Intelligence (AI), Ethical Innovation, Sustainable Business, Corporate Social Responsibility (CSR), Data Privacy, Trust

### Introduction

The combination of Artificial Intelligence (AI) and Machine Learning (ML) have completely changed the process of decision making in business changing the industry wide shift (Bharadiya, 2023). Previously, the decision-making process in business depends on human intuition, historical data, and static models with restricted use and scope. Arrival of AI and ML allows organizations to evaluate huge amount of data, get useful insights, and make choices as per speed and accuracy. The processes and tactics of corporate worlds has been changed due to AI which includes optimisation of supply chain, dynamic pricing, customer segmentation, and demand forecasting. All this allows the companies to be in market competition and change itself quickly as per requirement. In the modern business, AI has entered as a transformation force which in turn has revolutionised the strategic decision making and allows the organization to have competitive benefits across the industries. Established organizations

are successfully integrating AI and using it in optimising their operations, enhancing decision-making, and scaling the innovations as well. Along with these, there are unique challenges faced by startups while integrating AI in their business. These challenges include “financial constraints, limited technical expertise, and the need for adaptable and resource-efficient solutions” (Jöhnk et al., 2021). Significant improvement in startup strategies is possible through the integration of AI. Current research and implementation outlines that provide extensive resources to big organizations and leave small firms underserved. This gap highlights the need of customised AI adoption models addressing different requirement of startups. There is significant effect of AI in most of the social and economic sectors which will increase in the time ahead. In corporate governance, there are different ways in which AI benefits the companies. They can obtain important advantages in terms of efficiency and improve long-term interests. According to the study of Sayles (2024), clear AI documentation is required in order to have accountability and transparency. This also requires “explainable AI (XAI) techniques, and interpretability tools like LIME or decision trees” that justifies the decisions taken by AI. AI also contributes to realisation of CSR goals where it allows the board members to analyse huge data sets in reality and also forecast the best plans. Optimising the decision-making process and increasing the success rate of sustainability policies are possible by making sure that corporate decisions are well- informed and the information is trustworthy. Regarding challenges in corporate sustainability, AI is considered to be a double-edged sword, but at the same time it significantly solves majority of complex environment and social issues.

Along with efficiencies and innovation AI generates new risks in the form of automated prejudice and fights with human ethics. This makes it important for the companies and government to have corporate policies and regulatory outlines addressing challenges and risks generated by AI (Mittal et al., 2024; Zhao and Fariñas, 2022). In different sectors, companies are now using AI to “beat rivals, save expenses, and increase the precision of their decisions”. In fast moving marketplaces, both flexibility and creativity are encouraged to gain success where the marketing is hyper-personalised and high demand of real-time forecasting. With the increase in AI reliance, need of handling unforeseen effects is also increased. Olukunle et al. (2024) says that unethical behaviour like “Discriminatory algorithms or opaque decision-making procedures” are responsible to damage the brand and lowers down the customer confidence as well. It is essential to include ethical issues in the strategies of AI placement which in turn helps in maintaining long-lasting economic edge. Complicated decision-making procedures are streamlined and automated by AI technologies which help the companies to make changes in their business in real time (Mittal et al., 2023). Faten et al. (2024) suggests supply chain management to have inventory replacement plans on the basis of expected demand and supplier’s lead. Incorporation of AI in the corporate operated have introduced innovation of new age which help the firms in expanding their capabilities, improving decision making, and accelerating their procedures. The AI powered automated operations analyses large data sets accurately and has the potential to adapt growing complex corporate situations. AI facilitates global data sets helping multinational organizations to make constant decisions all through the range of marketplaces. Huang (2024) found some of AI powered solutions in supply chain like “analyse shipping timetables, weather patterns, and local laws to optimize global logistics”. Mustafa et al. (2025) highlighted great concern about data availability and quality in their investigation where they found that AI supports sustainable decision making which depends strongly on “access to reliable, high-quality, and interoperable data across environmental, social, and economic dimensions”.

#### **Literature review**

Choi et al. (2019) found that business decision making has been transformed by AI which offers extraordinary chances for scaling startups, innovating and optimising the strategic processes. It is easy for the big organizations to successfully embed AI into their core operations, but it is a challenge for small firms due to the limitations of financial resources, lack of skilled team, and absence of organized AI implementation outlines and guidance. In spite of these hurdles, AI is still growing as it became a necessity for the ventures to keep their competitive benefits. It is required in the areas like “dynamic pricing, customer engagement, automation, research and development (R&D), operational efficiency, and ethical governance”. It is important to understand the theoretical viewpoints and practical uses of AI which in turn helps in designing a climbable, sustainable, and ethically responsible AI adoption model for the new ventures. Huang & Rust (2021) studied that businesses are able to adjust their pricing strategies in real time with the help of AI-powered dynamic pricing models on the basis of

“consumer demand, competitor pricing, and market fluctuations”. As per “Game Theory of Pricing”, the businesses analyse competitive interactions and consumer responses in order to optimise their pricing strategies. Real-time data analytics and machine learning models are used by AI to facilitate this process and adjust the prices accordingly. There are different pricing models that are driven by AI and are used worldwide such as “Price Elasticity Models” use to access the way the change in price influence the demand and make sure that the price is optimised for maximum revenue and does not reduce the customer retention as well. “Reinforcement Learning Models” allowing AI to learn from the history of decisions made on pricing and optimise the pricing strategies in the time ahead based on consumer behaviour. “Bayesian Models” regulates the best strategy for pricing by using probabilistic decision-making under undefined conditions of the market. Varshini (2025) revealed that ethical AI outlines makes sure that the details used in making the decisions obeys privacy and stays unbiased increasing the trust of the stakeholders. When AI is integrated in ethical business practices it fosters transparency, accountability and efficiency. Businesses are able to improve decision making, customer experience, and push sustainable growth when they responsibly harness the AI technologies. This approach is balanced by making strong commitments to ethical standards. This makes sure that AI is used in promoting fairness, protecting privacy, and preventing discrimination. Constant discussion among stakeholders which includes policymakers, businesses, and consumers as well is very important while establishing frameworks guiding the ethical use of AI. It is important to prioritise ethics in AI uses as it helps in building trust and strengthens the base for impartial and rich future in the landscape of business. Huang (2022) found that there is always a debate on business ethics in organizations along with promotion of justice and equity which requires organised methods to overcome these issues. It is important to have modified framework addressing issues like sustainability, transparency, and privacy concerns which in turn helps in avoiding unanticipated implications. It is found that valuable information is produced by analysing huge amount of data through AI which helps in making best decision. Along with this there are some possibilities of getting disadvantages as it is computer passed programs and may not perform properly every time. Wang et al. (2024) revealed that startups can minimise the risks in their business by integrating AI progressively through a structured AI roadmap. While taking the first step it becomes important to build a scalable data infrastructure which will support in the time ahead in AI driven decision making. Startups can handle growing data volumes efficiently by securing cloud-based storage and data pipelines. After establishing the base of data, startups are ready for the implementation of AI tools like “automation, chatbots, virtual reality and basic analytics” in order to gain quick operational benefits (Yadav et al., 2023). With the increase in AI maturity, startups are suggested to expand to go for “predictive modelling and customer segmentation” which in turn help them to get data-driven insights for practical business decisions. At last, adopting advanced AI applications in the form of “real-time personalization and demand forecasting” will help in optimising both customer experiences and strategic planning. It is important for the startups to continuously monitor AI systems ensuring sustainable AI growth. Maintain trust and long-term scalability are possible through “regular assessing of data privacy, algorithmic fairness, and regulatory compliance”. Darrow (2021) found that AI adoption focusses mainly on technical efficiency incorporating ethical governance which helps in mitigating risks and maintaining transparency. It is essential for the startups to implant AI ethics from the beginning which makes sure that “data collection and algorithmic decision-making” obey “privacy regulations and bias mitigation strategies”. Credibility with consumers and investors are built by responsible implementation of AI which fosters “long-term trust and brand differentiation”. In addition, startups must focus to measure the “return on investment (ROI)” of AI projects which will make sure that AI initiatives are helpful in contributing to business growth and do not create unnecessary complexity. AI is a transformative tool for startups that offers the “potential to optimize operations, drive innovation, and scale efficiently” in a market that keeps on evolving. Strategic and ethical implementation of AI help the startups to “maximise impact, minimize risks, and sustain long-term success”. Securing a strong competitive edge in the AI-driven business landscape is possible only for those that “embrace a phased approach, ethical compliance, and continuous AI refinement”. Table 1 presents the Summary of findings from the literature reviewed under this study. The table presents that the literature has so far focused on the five major areas namely AI-driven Business Decision Making, Dynamic Pricing and Market Analytics, Ethical, AI Governance and Transparency, Phased AI Adoption for Startups and AI for Sustainability and Innovation.

Table 1 Summary of Findings from Literature Review

Theme	Authors	Common Findings
AI-driven Business Decision Making	Choi et al. (2019); Syam & Sharma (2018); Wang et al. (2024)	AI improves strategic decisions, scalability, efficiency, forecasting, and operational agility.
Dynamic Pricing and Market Analytics	Huang & Rust (2021); Syam & Sharma (2018)	AI enables real-time pricing optimisation using analytics, demand forecasting, and learning.
Ethical AI Governance and Transparency	Varshini (2025); Huang (2022); Darrow (2021)	Ethical AI promotes transparency, fairness, privacy protection, accountability, and stakeholder trust.
Phased AI Adoption for Startups	Wang et al. (2024); Darrow (2021); Choi et al. (2019)	Structured AI adoption reduces risks and supports sustainable startup growth effectively.
AI for Sustainability and Innovation	Isik et al. (2025); Syam & Sharma (2018); Mittal et al. (2025)	AI supports sustainability, innovation, automation, resource optimization, and adaptive organizational systems.

Syam & Sharma (2018) found that AI has evolved beyond automation in the form of “self-learning, autonomous decision-making systems” which is helpful in optimising operations and strategic planning with putting very less of human effort (Mittal et al., 2025). When it comes to operational efficiency, AI is dynamically managing the “inventory, pricing, and production schedules” in real time where it is predicting the fluctuations in supply chain and automating the stock replenishment. It is also helpful in reducing inefficiencies. In the processes of strategic decision making, AI is helpful in “analysing market trends, forecast demand, and recommend strategic moves, helping startups identify expansion opportunities and mitigate risks proactively”. It offers speed and agility. Strong governance is required in autonomous AI ensuring ethical use and reducing unintentional consequences. “Autonomous decision-making systems, quantum computing, and AI-driven market disruptions” are some of the key trends that are reshaping the industries. This offers potential to startups to enhance their decision-making capability, predictive analytics, and innovative business models. Isik et al. (2025) revealed that AI powered innovations are helpful in making adaptive decision frameworks along with implanting “sustainability into automated, process-aware organizational systems”. “Sustainability monitoring, resource optimization, and risk assessment” are possible with the help of AI techniques.

### Objectives

1. To explore the factors that determines AI Powered Ethical Innovations for Sustainable Business Decision in Indian ITEs Organisations.
2. To measure the impact of AI powered ethical innovations on sustainable business decisions in Indian ITEs Organisations.

### Research Methodology

**Research Design:** The current study follows an exploratory and descriptive research approach, that includes surveys and questionnaires. The descriptive design of the study includes its goal to learn relation among variables via visions and understandings from the already conducted studies to identify the variables. The researcher examined “quantitative” data collected through questionnaire. The collected data underwent thorough analysis, visualization.

**Statistical Techniques:** “Exploratory Factor Analysis” has been used for data reduction and extract the factors for further analysis. Stepwise regression was applied to measure the impact of AI powered ethical innovations on sustainable business decisions in Indian ITEs Organisations. The independent variables in the form of factors were represented by the "Factor Scores" obtained from the EFA process. The set of variables, along with their respective codes has been presented in Table 2:

**Table 2 Details of the Dependent and Independent Variables**

“Variables”	“Type of the Variable”	“Denotation”
Governance	IDV	$\beta_1$
Data Privacy and Security	IDV	$\beta_2$
Technology Infrastructure	IDV	$\beta_3$
Risk Management	IDV	$\beta_4$
Impact of AI powered ethical innovations	DV	Y
Constant		$\alpha$

“Note: IDV- Independent Variable, DV – Dependent Variable”

**Multiple Regression Equation proposed:**

$$“Y = “\alpha (\text{Constant}) + \beta_1 * (X_1) + \beta_2 * (X_2) + \beta_3 * (X_3) + \beta_4 * (X_4) + \epsilon”$$

Y = Dependent Variable

$\alpha$  = Constant or Intercept

$\beta_1$  to  $\beta_4$  = Parameters to be estimated

$\epsilon$  = Error Term or Residual”

**Data collection**

**Primary data:** The “primary data” of the study is collected through “random sampling method” with the help of structured questionnaire as the major findings are based on the Primary data.

**Secondary Data Research:** The foundation of the study has been established with the help of secondary data that usually contributes to recognize the key pointers to be analyzed. The key source of these secondary data are “textbooks, scholarly journals, websites, and articles”.

**Sample:** Total 191 respondents from different departments of Indian ITEs Organizations were surveyed to know the factors that determines AI Powered Ethical Innovations for Sustainable Business Decision in Indian ITEs Organizations. The study also measured the impact of AI powered ethical innovations on sustainable business decisions.

**Data Analysis and Interpretation:** The gathered data is summarized, consolidated and analysed throughout the previous phases in order to evaluate the impact in relation to secondary data findings. Data collected is tabulated in suitable manner, analysed and presented. Appropriate statistical tool is used for the analysis and interpretation of data.

**Data Analysis:**

In study survey male are 57.6 and rest 42.4% are females. Below 35 years of respondents are 36.1%, 42.4% comes under the group of 35-45 years and rest 21.5% are above 45 years of age. 25.6% are from management department, 16.2% from technical, 24.1% from administrative, 18.8% from operation, and rest 15.2% from other departments of ITEs Organisation.

“Table 2 General Details of Respondents”

“Variables”	“Respondents”	“Percentage”
<b>Gender</b>		
Male	110	57.6
Female	81	42.4
<b>Total</b>	<b>191</b>	<b>100</b>
<b>Age</b>		
Below 35 years	69	36.1
35-45 years	81	42.4
Above 45 years	41	21.5
<b>Total</b>	<b>191</b>	<b>100</b>
<b>Department</b>		
Management	49	25.6
Technical	31	16.2
Administrative	46	24.1
Operation	36	18.8
Others	29	15.2
<b>Total</b>	<b>191</b>	<b>100</b>

“Exploratory Factor Analysis”

“Table 3 KMO and Bartlett's Test”

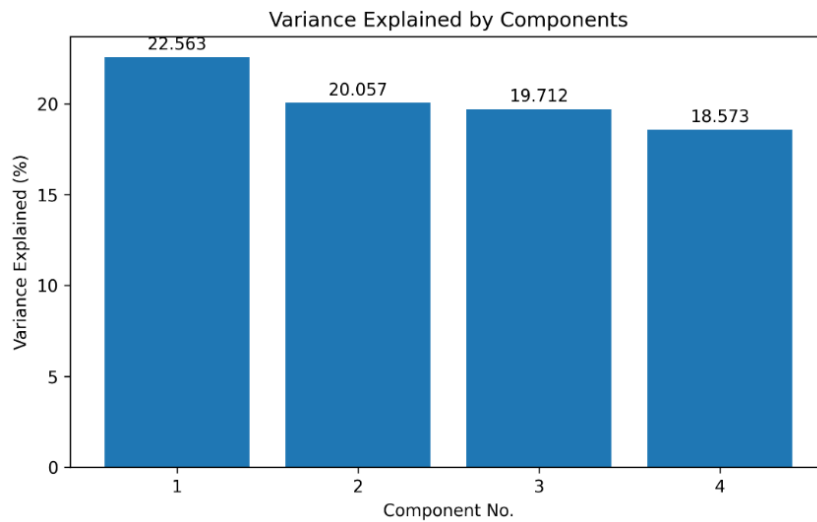
“Kaiser-Meyer-Olkin Measure of Sampling Adequacy”		0.799
“Bartlett's Test of Sphericity”	“Approx. Chi-Square”	2691.122
	“df”	120
	“Sig.”	.000

KMO value is 0.799 and the “Barlett’s Test of Sphericity” is significant.

“Table 4 Total Variance Explained”

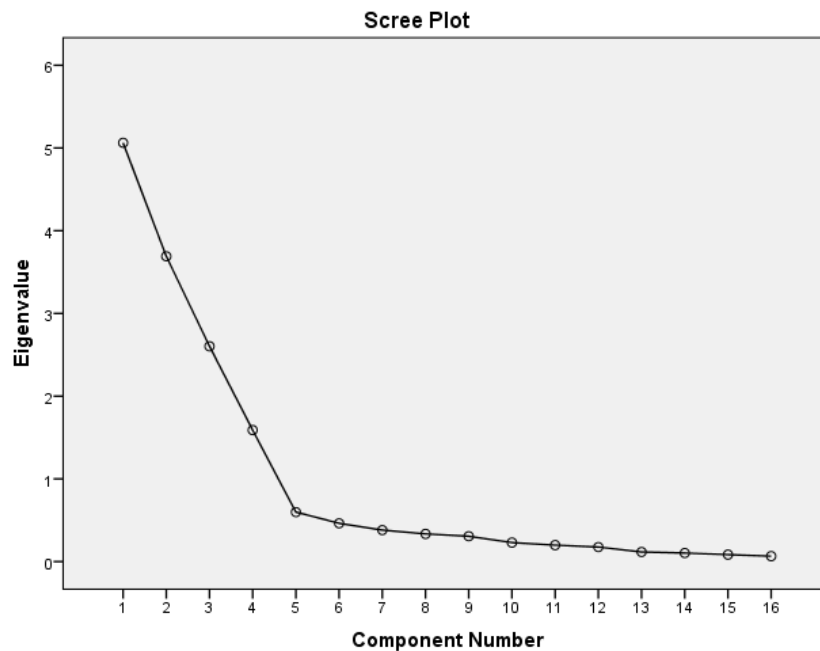
“Component”	“Initial Eigen values”			“Rotation Sums of Squared Loadings”		
	“Total”	“% of Variance”	“Cumulative %”	“Total”	“% of Variance”	“Cumulative %”
1	5.063	31.641	31.641	3.610	22.563	22.563
2	3.690	23.064	54.705	3.209	20.057	42.620
3	2.603	16.268	70.973	3.154	19.712	62.332
4	1.589	9.932	80.905	2.972	18.573	80.905
5	.598	3.737	84.643			
6	.463	2.894	87.536			
7	.381	2.380	89.916			
8	.334	2.089	92.006			
9	.306	1.914	93.919			
10	.230	1.436	95.355			
11	.199	1.245	96.600			
12	.176	1.100	97.700			
13	.116	.725	98.425			

14	.103	.643	99.068			
15	.084	.523	99.591			
16	.065	.409	100.000			



**Figure 1 Variance Explained by Components**

In a “principal component analysis”, 16 variables were grouped into 4 factors with 22.563%, 20.057%, 19.712% and 18.573% variance respectively and total variance is 80.905% (Figure 1).



**Figure 2 Scree Plot of Eigen Values**

Figure 2 shows the Eigenvalues derived from the "Total Variance Explained" table, indicating an elbow point at 4 components.

“Table 5 Rotated Component Matrix”

“S. No.”	“Statements”	“Factor Loading”	“Factor Reliability”
	<b>Governance</b>		.964
1	Governance guiding decision-making for managing natural resources	.940	
2	Ethical governance which helps in mitigating risks	.939	
3	Governance to maintain transparency	.937	
4	Strong governance in autonomous AI ensuring ethical use and reducing unintentional consequences	.928	
	<b>Data Privacy and Security</b>		.914
5	AI system must protect organizational sensitive information	.922	
6	It must follow data protection rules and guidelines	.900	
7	AI-Based Decision Making must be safe and secure	.869	
8	AI systems must be unbiased, fair, and accountable to build trust	.841	
	<b>Technology Infrastructure</b>		.903
9	Scalable data infrastructure supporting AI driven decision making	.937	
10	It is important to have secure cloud-based storage	.893	
11	Integration of AI Systems improves operational efficiency and innovation	.806	
12	Scalability is important changing for business and sustainability	.794	
	<b>Risk Management</b>		.884
13	AI powered innovations mitigate the risks	.873	
14	Integrating AI minimise the risks in the business	.823	
15	Ethical AI framework helps in identifying environmental risks	.813	
16	AI powered Ethical risk management practices helps in identifying operational risks	.807	

Factor “Governance” includes the variables like Governance guiding decision-making for managing natural resources, Ethical governance which helps in mitigating risks, Governance to maintain transparency, and Strong governance in autonomous AI ensuring ethical use and reducing unintentional consequences. Factor “Data Privacy and Security” consists of variables like AI system must protect organizational sensitive information, it must follow data protection rules and guidelines, AI-Based Decision Making must be safe and secure, and AI systems must be unbiased, fair, and accountable to build trust. Factor “Technology Infrastructure” includes the variables like Scalable data infrastructure supporting AI driven decision making, it is important to have secure cloud-based storage, Integration of AI Systems improves operational efficiency and innovation, and Scalability is important changing for business and sustainability. Factor “Risk Management” includes the variables like AI powered innovations mitigate the risks, Integrating AI minimise the risks in the business, Ethical AI framework helps in identifying environmental risks, and AI powered Ethical risk management practices helps in identifying operational risks.

“Table 6 Reliability Statistics”

“Cronbach's Alpha”	“N of Items”
0.850	16

The overall reliability is 0.850 for the 4 constructs comprising sixteen items.

“Table 7 Model Summary”

“Model”	“R”	“R Square”	“Adjusted R Square”	“Std. Error of the Estimate”
1	.941 <sup>a</sup>	.886	.884	.25893
Predictors: (Constant), Governance, Data Privacy and Security, Technology Infrastructure, and Risk Management				

The adjusted R-squared value is 0.884 with approximately 88% of the variation.

“Table 8 ANOVA”

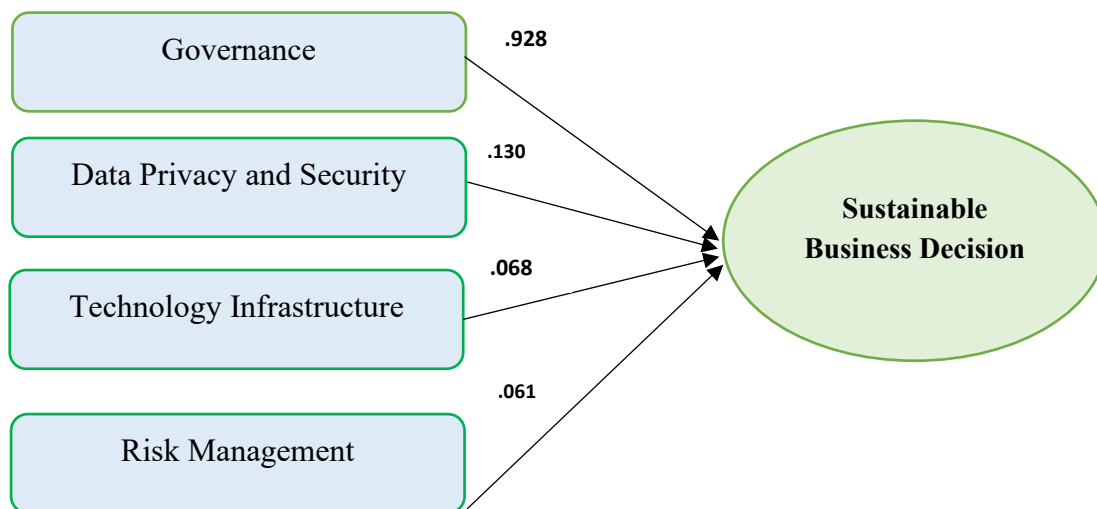
“Model”	“Sum of Squares”	“df”	“Mean Square”	“F”	“Sig.”	
1	“Regression”	96.697	4	24.174	360.564	.000 <sup>b</sup>
	Residual	12.403	185	.067		
	Total	109.100	189			
a. Dependent Variable: Overall impact of AI powered ethical innovations on sustainable business decisions						
b. Predictors: (Constant), Governance, Data Privacy and Security, Technology Infrastructure, and Risk Management						

Value under significant column indicates a significant relationship between the factors namely “Governance, Data Privacy and Security, Technology Infrastructure, and Risk Management” and sustainable business decisions.

“Table 9 Coefficients”

“Model”	“Un standardized Coefficients”		“Standardized Coefficients”	“t”	“Sig.”
	“B”	“Std. Error”	“Beta”		
(Constant)	4.100	.019		218.237	.000
Governance	.703	.019	.928	37.428	.000
Data Privacy and Security	.099	.019	.130	5.262	.000
Technology Infrastructure	.052	.019	.068	2.761	.006
Risk Management	.046	.019	.061	2.455	.015
DV: Overall impact of AI powered ethical innovations on sustainable business decisions					

All the factors Governance, Data Privacy and Security, Technology Infrastructure, and Risk Management are showing significant impact of AI powered ethical innovations on sustainable business decisions. Highest impact is shown by Governance with beta value .928, followed by Data Privacy and Security (.130), Technology Infrastructure (.068), and Risk Management (.061).



**Figure 3 Beta values showing Overall impact of AI powered ethical innovations on sustainable business decisions**

### Conclusion

The business operations are transformed by AI powered decision making which in turn drives innovation and allow the organization to get better efficiency, accuracy, and attractiveness in the market. This helps them to achieve long-term business success and development of a responsible organization. The impact on business growth and competitive positioning can be determined with the core AI applications like predictive analytics, dynamic pricing, and AI-powered market intelligence. Increased use of AI in the business helps them to improve their operational excellence and gain significant edge in market. AI has the potential to facilitate environmental governance and guide decision making to manage natural resources and address the environmental issues (Nishant et al., 2020). Collaboration amid humans and AI will mark the future of business decision making which will make sure that firms to become best of both worlds. Evolvement of AI is critically making the importance of ethical considerations, transparency, and regulation (Mittal et al., 2024). To build the trust and maintain responsible practices in business decision making it is important for the AI to be unbiased, fair, and accountable as well. The study aims to explore the factors that determines AI Powered Ethical Innovations for Sustainable Business Decision in Indian ITEs Organisations and the impact of AI powered ethical innovations on sustainable business decisions in Indian ITEs Organisations. It is found that Governance, Data Privacy and Security, Technology Infrastructure, and Risk Management are the factors that determines AI Powered Ethical Innovations for Sustainable Business Decision. The study concludes that there is significant impact of AI powered ethical innovations on sustainable business decisions.

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