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Recently, we found out from The Nieman Journalism Lab (Perry, 2024) that according to the prestigious Pulitzer Prize (seen as a major incentive for high-quality journalism) administrator that some of this year's Pulitzer finalists are AI-powered (entrants being required to disclose AI usage). It would have been interesting to find out (by using GenAI) what the journalist Mihai Eminescu's opinion with regard to the rising AI-integrated industry would be,

but as “*Time passes, time comes*” we leave the pleasure of performing this experiment to others, awaiting clarification concerning “*What is bad and what is good*”. On the other hand, it is worth remembering that on January 13, 2019 (Purcarea, 2019) we made reference to the fact that Academician Eugen Simion (as initiator and coordinator, in the “Foreword” to the first Volume of the facsimiled Eminescian manuscripts, volume launched on January 15, 2005, at the Exhibition Hall of the Romanian Academy Library) seen Mihai Eminescu also as the one who can provide an exemplary lesson in the internet age.

Just a year ago the reputed Azeem Azhar (2023) wrote about the complications brought by AI, one of them being how “to deal with aligning artificial entities to *human values*”, and make “the complicated systems built around AI serve us well”. He brought to our attention that “such values are *often abstract, conflicting and changing* – and we often don’t know what they are”. This year, McKinsey experts (De Smet et al., 2024) focused on *Gen AI* (that in response to user prompts can generate text, images, and other content) *human side*, underlining that “*Leaders have an opportunity to humanize that work by deciding where, when, and how their teams use gen AI so that people are freed up from routine tasks to do more creative, collaborative, and innovative thinking*” (p. 4).

According to Boston Consulting Group (BCG) experts (Khodabandeh and Ransbotham, 2024), to boost revenue and find efficiency it is necessary to manage AI’s risk, harmonizing AI’s capabilities with human guidance, as well as putting into practice both services and workflows, and responsible AI principles and guidelines, valorizing the spirit of experimentation. It is also important to redefine the economics of experience (Lellouche Tordjman et al., 2024), by concentrating GenAI in process reinvention, as well as in both customer self-assist, and employee assist, transforming the customer journey (based on the paradigm so-called MIDAS). In case of retail companies, for example, there are significant GenAI opportunities, such as: personalized offers and discounts, marketing, range and space, and customer support (Luther et al., 2024).

Two of the world’s leading AI laboratories, Google Brain and DeepMind, were put together, giving birth in 2010 to Google DeepMind as a focused team that is creating “the next wave of research breakthroughs and transformative products”, and “help anticipate a broad spectrum of AI-related risks, explore ways of preventing them from happening, and find ways to address them if they do”. According to its Co-Founder and CEO, Demis Hassabis: “the AI has the potential to be one of the most important and beneficial technologies ever invented”. For instance, on 19 March 2024 it was introduced (in Nature Communications) an AI system so-called TacticAI (by collaboration between the Google DeepMind team and Liverpool Football Club experts) that can provide, on the basis of predictive and Gen AI, tactical insights (Wang and Veličković, 2024), opening the way to translate this advancing AI for sports into various (computer games, robotics, traffic coordination etc.).

To responsibly manage AI’s risk it is useful to take into consideration:

- The comparative analysis recently published in the European Business Review, and in which the authors Collina & Warnes (2024), two reputed consultants, examined the potential

impact of emerging AI governance laws and regulations in the EU, US, and UK on trust not only for executives and managers, but also for workers adopting AI systems, stating as follows: “*Laws alone don’t build trust; company cultures matter, too. If leaders show they care about being responsible with AI, it helps staff and stakeholders gain confidence... Inside companies, leaders need to: Share an inspiring vision for using AI. Encourage ongoing learning about AI. Set a good example of values with AI. Give staff the power to question AI systems*” (see the figure below).

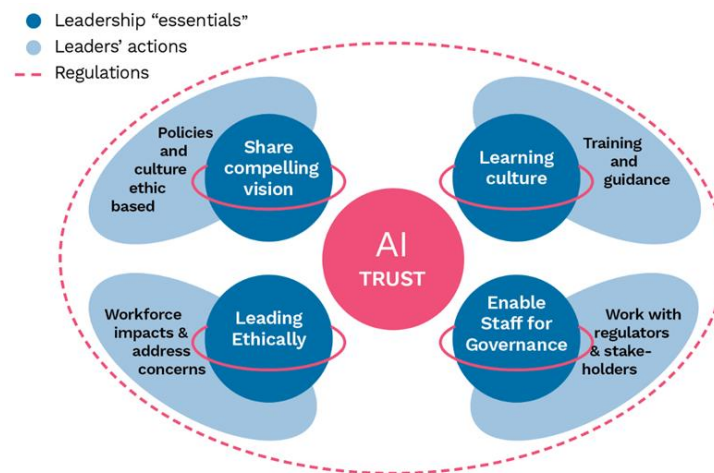


Figure no. 1: From Regulation to AI Trust

Source: Adapted from Collina, L. & Warnes, B., 2024. Cultivating Executive Trust in the Age of AI Governance, European Business Review, March 7, 2024 (work cited)

- A significant commentary coming from the American think tank Brookings Institution regarding how “*Effective AI regulation requires understanding general-purpose AI*” (Caliskan and Lum, 2024), the authors, distinguished researchers, highlighting among other aspects that: “*...without better information about how the (AI) models are being used, researchers, regulators, and the public are left shooting in the dark. The task of creating useful evaluations and effective regulation becomes much harder when we not only have to anticipate the attendant risks and adverse outcomes associated with a particular use case, but we also must foresee the modes of use themselves... This is where the tech companies who are building and selling access to the models come in. Undoubtedly, they have access to log data recording the various ways users are interacting with their products*”.

- To make your own road map to lessen the gravity of risks while moving to capture opportunities from day one, as recently recommended by McKinsey experts (Bevan et al., 2024), and addressing, for instance, when looking to deploy high-potential use cases for generative AI,

the challenge of responsible implementation, seeing the linkage between different kinds of risk and different generative AI use cases, as shown in figure below.

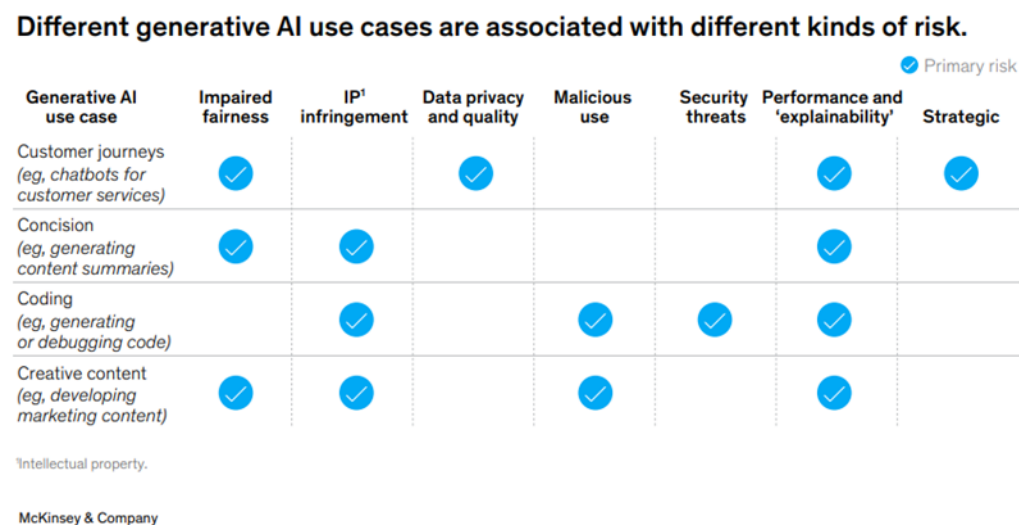


Figure no. 2: Different generative AI use cases are associated with different kinds of risk

Source: Bevan, O., Chui, M., Presten, B., Kristensen, I. and Yee, L., 2024. Implementing generative AI with speed and safety, representing views from McKinsey’s Risk & Resilience Practice and QuantumBlack, AI by McKinsey, March 13, 2024, p. 5 (work cited)

On 21 March 2024 the UN General Assembly adopted a resolution on regulating the field of AI, the draft resolution being introduced by the US Ambassador and Permanent Representative to the UN, Ms. Linda Thomas-Greenfield, who highlighted the international community opportunity and responsibility of the international community “to govern this technology rather than let it govern us... Let us commit to... using this technology to advance shared priorities around sustainable development” (United Nations, 2024).

Coming back to the valuable Exponential View (Mollick, 2024), it is worth quoting some recent relevant ideas expressed by Ethan Mollick, Assoc. Prof. at the Wharton School (University of Pennsylvania): “Science enables the creation of knowledge and discovery that changes how we live and see ourselves... Could AI techniques help accelerate scientific discovery by addressing the limitations of human cognition? ... there is a fundamental problem: humans have a limited capacity to store knowledge, while the amount of knowledge is growing exponentially... Tools have always shaped the sharing of knowledge... AI will be able to see the hidden connections within existing knowledge... And AI isn’t just a tool for retrieving and connecting what we already know – it’s a powerful engine for creation...”

Allow us to end by remembering that six years ago (Purcarea, 2018), starting from an interesting discussion paper by McKinsey experts with regard to the impact of AI, we made reference to the fact that skilling and reskilling people to work with AI will not be a simple task for companies’ leadership, identifying some fine linkages like that with the holistic approach of

the organizational knowledge dynamics. Next year, we signaled the pressure of new capabilities' requirements (Romanian Distribution Committee, 2019), recalling that *"It is well-known that the first foray of our scientific Association into boosting competitiveness and collaboration (including by approaching the significant issue of talent development) stems back almost 24 years when the Organisation for Economic Co-operation and Development (OECD) highlighted the need for new indicators of human capital, training and labour requirements (underlined by the central role of learning) while focusing on indicators for the knowledge-based economy (OCDE/GD(96)102), the indicators of the knowledge distribution power and other characteristics of innovation systems being considered key (considering the importance of tacit and codified knowledge, diffusion and creation of knowledge, know-how and know-who)."*

And fourteen years ago (Purcarea, 2010) we remembered some quotes about knowledge (that is in fact a public good as Johann Wolfgang von Goethe argued, the greater the knowledge, the greater the doubt; that the true knowledge, according to Henry David Thoreau, is to know that we know what we know and that we do not know what we do not know), consequently inviting at partnering in knowledge distribution.

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