

SECTION 9. MECHANISMS OF PUBLIC ADMINISTRATION

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AI IN PUBLIC AND CORPORATE GOVERNANCE: TECHNOLOGICAL AND LEGAL ASPECTS

Vorobiov S. V.

*Ph.D. in Public Administration,
Chief Artificial Intelligence Officer at Scientific lab
“Central Ukrainian academic hub”,
Associate professor of the Department of management,
marketing and public administration,
National Academy of Statistics, Accounting and Audit
Kyiv, Ukraine*

Butriy A. P.

*Postgraduate Student at the Department
of Public Administration and Project Management
HEI “University of Education Management”,
National Academy of Pedagogical Sciences of Ukraine
Kyiv, Ukraine*

The study examines the current possibilities of using digital systems with artificial intelligence models in the areas of public and corporate governance, analyzes the technological and legal features of these processes. The issues of responsibility, transparency, and legal regulation of artificial intelligence (AI) systems are studied, and an integrated approach to the implementation of AI in management processes is proposed.

AI is increasingly influencing decision-making processes both in the public sector and in the corporate environment. Deep learning technologies, big language models, and data analytics allow optimizing management processes, increasing decision-making efficiency, and reducing the human factor in analyzing complex situations. Peter Norvig notes that modern artificial intelligence algorithms can significantly expand the capabilities of analytical systems through reinforcement learning and pattern recognition in large data sets [1]. At the same time, the integration of AI into management carries a number of risks associated with possible errors and legal dilemmas.

Sam Altman, one of the key developers of Open AI, emphasizes the need to develop international standards in the field of AI security that would take

into account both public and commercial interests [2]. Regulation should include mechanisms for explaining decisions and taking responsibility for their consequences. In addition, automated control systems need transparent verification and audit mechanisms to ensure trust in decisions made with the help of AI.

Experts also draw attention to possible threats associated with the monopolization of AI developments by large technology corporations. According to Erik Brynjolfsson, the concentration of algorithmic solutions in the hands of individual companies can lead to inequality in access to technology and the creation of new mechanisms of market power [3]. Therefore, it is necessary to introduce new measures at the state level to prevent the misuse of AI tools in both the public and corporate sectors, as the monopolization of AI developments by large technology corporations creates a number of risks for both the economy and society as a whole. One of the main threats is unequal access to advanced AI technologies. Large corporations with powerful computing resources, large amounts of data, and advanced algorithms gain a significant competitive advantage over small and medium-sized enterprises. This leads to a situation where only a limited number of players can use the potential of AI for economic development, which increases the imbalance in the market.

Another threat is the creation of barriers to new market entrants. Dominant companies can use their monopoly on AI to charge high prices for access to their technology or restrict access to it altogether. For example, algorithms used for search engines, advertising, or financial analysis can be customized to favor only certain business models or companies, weakening competition. This is reinforced by network effects, which make tech giants even stronger: the more data and users a company has, the more efficient its algorithms are, which in turn attracts even more customers and partners. This is reinforced by network effects that make tech giants even stronger: the more data and users a company has, the more efficient its algorithms are.

In addition, the monopolization of AI tools can even lead to the manipulation of public opinion. For example, platforms that have algorithms for data analysis can influence information flows, shaping public opinion in the interests of certain actors. This poses serious risks to democracy, as the concentration of power in the hands of a few companies can have consequences for electoral processes, the media space, and even public policy.

To prevent such threats, effective government regulation measures are needed. First, antitrust laws should be developed to limit the concentration of AI technologies in the hands of a few companies. For example, government authorities could oblige large corporations to provide access

to key AI tools for smaller players in the market or create open standards that will promote competition.

Second, transparency in the development and use of AI should be enhanced. For example, requirements can be introduced to disclose decision-making algorithms in critical areas (finance, healthcare, justice). This will help avoid situations where closed AI systems affect the lives of citizens without the possibility of external control.

Third, an important aspect of regulation is to ensure equal access to data. Data is the basis for training AI models, and if it is concentrated only in large corporations, it creates significant inequality. Governments can create mechanisms for open access to certain types of anonymized data, allowing other companies and researchers to develop their own AI solutions.

Finally, international cooperation in AI regulation is critical. As tech giants operate on a global scale, measures taken by individual countries may not be sufficient. Establishing international norms and standards for the ethical use of AI and sharing best practices in regulation will help to avoid abuses and ensure a fair distribution of benefits from the introduction of AI in various sectors of the economy.

Thus, although the monopolization of AI technologies poses significant risks, effective government regulation can contribute to the development of competitive, open and ethical use of artificial intelligence in the interests of the whole society.

In view of the above, it should be noted that the use of AI in public and corporate governance has a huge potential for efficiency, but requires clear legal regulation and ethical standards. It is important to create accountability and control mechanisms that would ensure transparency of algorithmic decisions, their fairness and compliance with the public interest.

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**THEORETICAL, LEGAL AND PRACTICAL FOUNDATIONS
OF THE IMPLEMENTATION OF ELECTRONIC VOTING
AND OTHER ALTERNATIVE FORMS
OF THE VOTING PROCESS IN UKRAINE**

**ТЕОРЕТИКО-ПРАВОВІ ТА ПРИКЛАДІ ОСНОВИ
ВПРОВАДЖЕННЯ ЕЛЕКТРОННОГО ГОЛОСУВАННЯ
ТА ІНШИХ АЛЬТЕРНАТИВНИХ ФОРМ ЗДІЙСНЕННЯ
ПРОЦЕСУ ГОЛОСУВАННЯ В УКРАЇНІ**

Hryskov M. M.

*Postgraduate Student,
Khmeltsky University of Management
and Law named Leonid Yuzkov
Khmeltsky, Ukraine*

Гриськов М. М.

*аспірант,
Хмельницький університет
управління та права
імені Леоніда Юзькова
м. Хмельницький, Україна*

Впровадження електронного голосування та інших альтернативних форм здійснення процесу голосування (машинне голосування чи голосування поштою) в Україні є важливим кроком у напрямку модернізації виборчого процесу, що відповідає сучасним тенденціям і може значно підвищити доступність виборів для громадян. Електронне голосування може стати ефективним інструментом для підвищення явки виборців, особливо серед молоді та тих, хто проживає за кордоном; з іншого боку для громадян старшого віку та осіб з інвалідністю доцільним є голосування поштою. Водночас, важливо врахувати ризики, пов'язані з кібербезпекою, можливими технічними збоями, які можуть вплинути на результати виборів, а також ризики фальсифікації виборчого бюлетеня на шляху від пошти до виборчої комісії. Законодавча база повинна бути адаптована для регулювання нових форм голосування, забезпечуючи прозорість та довіру суспільства. Досвід інших країн, які вже впровадили електронне голосування та голосування поштою може стати цінним джерелом знань для України.