



SWIFT Institute

# CALL FOR PROPOSALS

## Responsible AI: What does ‘fairness’ mean when consumers are **not** directly impacted?

The SWIFT Institute invites proposals for research on the **Responsible AI: Fair Play**, a analysis of how to define “AI fairness” in a business-to-business context. This paper looks at how, if AI-enabled products in future are subject to regulatory requirements to demonstrate, inter alia, that they meet responsible AI goals relating to fairness, this might work and how organisations should prepare for this.

Advances in artificial intelligence (AI) technology promise to revolutionize our approach to medicine, finance, business operations, media, and more. But research has highlighted how apparently “neutral” technology can produce troubling outcomes – including discrimination by race or other legally protected classes.<sup>1</sup>

With the increasing use of AI systems, it becomes crucial to know that they are fair, identify the underlying biases in their decision-making, and create a standardized framework to ascertain their fairness. Biases in AI systems lead to unintended ethical, social and even legal issues.<sup>2</sup> The debate around fairness is usually centred on consumer applications where there is a potential for impact on fundamental human rights of individuals (e.g. gender bias in credit decisions). By making AI systems more fair, organisation can be more profitable.

Research proposals can be theoretical or empirical. The focus of the research could look at the following (other suggestions are welcome):

- Investigate the challenges and implications of ensuring fairness in AI products that are primarily used in business-to-business (B2B) contexts. Explore alternative definitions of fairness that are applicable to B2B interactions, such as proportionate access to a company's customers, adopting non-discrimination paradigms from existing competition law, or proposing novel approaches tailored to B2B relationships.
- Examine the importance of fairness and trust in back-office AI systems within organizations. Explore strategies and best practices for creating a sense of fairness and building trust among employees and stakeholders in the context of internal AI deployments. Consider the role of explainability, transparency, and accountability in fostering trustworthiness.
- Define guidelines and frameworks for creating an AI framework that aligns with the values of a company. Investigate methods for incorporating ethical considerations, diversity, and inclusion principles into the design, development, and deployment of AI systems. Explore the role of stakeholder engagement and the integration of multi-stakeholder perspectives in establishing responsible AI practices.
- Assess the impact of organizational culture and leadership on promoting fairness in AI systems. Explore the role of executive commitment, governance structures, and accountability mechanisms in fostering a culture that values fairness and mitigates biases in AI-enabled decision-making processes.
- Investigate the potential benefits and challenges of utilizing external audits or certifications to assess the fairness of AI systems in B2B contexts. Examine existing audit frameworks or propose novel approaches for evaluating and verifying fairness in AI products and services that are used between businesses.

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<sup>1</sup> <https://www.ftc.gov/business-guidance/blog/2021/04/aiming-truth-fairness-equity-your-companys-use-ai>

<sup>2</sup> <https://link.springer.com/article/10.1007/s43681-022-00147-7>



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- Explore the ethical, legal, and regulatory considerations associated with fairness in B2B AI systems. Analyze the potential implications of regulatory requirements relating to responsible AI goals and fairness, and provide insights on how organizations should prepare for such regulations in order to ensure compliance and responsible AI practices.
- Examine the role of collaboration and industry standards in promoting fairness in B2B AI systems. Investigate opportunities for sharing best practices, establishing industry-wide guidelines, or developing standardized approaches to fairness assessment and mitigation in AI-enabled products and services.
- Assess the potential economic and competitive advantages of prioritizing fairness in B2B AI systems. Analyze case studies or conduct empirical research to explore how organizations that prioritize fairness and responsible AI practices can achieve improved performance, customer satisfaction, and long-term sustainability.

## **Grant & Working Paper**

A grant of EUR 20,000 will be awarded to the author of the selected proposal. 50% will be paid immediately; the remaining 50% will be paid on acceptance of a final working paper and a two-page executive summary.

The paper's intended audience is the financial services industry, it must be written in a clear concise manner and provide clear thought leadership for use by the decision makers of this industry.

- Maximum length 35 pages, including the Abstract and Table of Contents.
- Ready for publication in 3 months.

The SWIFT Institute will publish the working paper and summary to the global financial industry. The author is free to submit the paper (or variation thereof) for publication in academic journals and other publication outlets of their choice.

The author **will / may** be invited to present their findings at a SWIFT Institute event related to the theme of the research.

## **Proposal Submission**

Please submit your research proposal as follows:

1. CV / bio including education, work history, research experience, publications, etc.
2. Description of your research project (2,500 words maximum) to include the following:
  - Objective of your research
  - Methods by which you intend to undertake your research
  - Timeframe by which you intend to complete your research
3. By email in MS Word / Excel / PowerPoint format and / or pdf.

**Deadline:** Proposals must be submitted no later than **01 Jul 2023**

**Email:** Send submissions to: [Nancy.Murphy@SWIFT.com](mailto:Nancy.Murphy@SWIFT.com)