The 2024 University of Virginia Conference on Ethical AI in Business

THE VALUE CHAIN OF ETHICAL AI

Introduction

This conference brings together leading experts, visionary thinkers, and responsible business leaders to explore AI's complex landscape—examining how we can responsibly capitalize on emerging opportunities while mitigating potential risks.

Throughout this day-long exploration, we will dive deep into AI's multifaceted impact, charting a path forward that balances groundbreaking innovation with fundamental human values. More than a conference, this is a collaborative mission to shape the future of AI as active, ethical architects of technological progress.

About the LaCross Institute for Ethical AI

The LaCross Institute for Ethical Artificial Intelligence in Business, launched in September, is dedicated to addressing the ethical challenges posed by the rapid evolution of AI technologies. Established through the remarkable generosity of David and Kathy LaCross, whose support of Darden exceeds $100 million, the Institute focuses on fostering ethical leadership and innovation at the intersection of AI and business.

The Institute leverages Darden's commitment to ethical business practices to explore solutions to pressing issues in AI, such as energy consumption, misinformation, and intellectual property concerns. By combining cutting-edge research with a focus on stakeholder-centered decision-making, the Institute seeks to ensure that the immense potential of AI is realized responsibly and sustainably.

Featured Speakers

Raj Venkatesan
Ronald Trzcinski Professor of Business Administration, UVA Darden School of Business

Tom Davenport
Bodily Bicentennial Professor of Analytics 2024-25, UVA Darden School of Business

Kirsten Martin
William P. and Hazel B. White Professor of Technology Ethics and Professor of IT, Analytics, and Operations, Mendoza College of Business at the University of Notre Dame

Yael Grushka-Cockayne
Altec Styslinger Foundation Bicentennial Chair in Business Administration, UVA Darden School of Business

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The Value Chain of Ethical AI
Conference Schedule

Time	Session		Title	Location
7:30 a.m.	*Breakfast*			
8:30 a.m.	**Opening**		Welcome Remarks with Dean Scott Beardsley	Grove
9 a.m.	**Keynote 1**		Building AI Capabilities (Raj Venkatesan)	Grove
	Break			
10:15 a.m.	**Round 1**	A	AI, Decarbonization, and Disruption in the Energy Sector	Grove
		B	Operationalizing the Right to Data Privacy for Ethical AI	Oak
		C	Building Ethical and Sustainable AI: Data Marketplaces and Model Upkeep	Socrates
11:15 a.m.	**Round 2**	A	Cavalier Autonomous Racing: Pushing the Limits of AI and Physical Intelligence	Grove
		B	Unlocking AI's Potential	Oak
		C	Essential Leadership Skills to Manage an AI-Savvy Workforce	Socrates
	Lunch			
12:30 p.m.	**Keynote 2**		Efficacy and Ethics in Aggressive AI Implementation (Tom Davenport)	Grove
1:30 p.m.	**Round 3**	A	AI in Talent Management	Oak
		B	AI in Technology	Socrates
		C	AI in Health Care	Grove
2:30 p.m.	**Breakout Discussions**			
		A	Ethical AI in Marketing	Academy
		B	Ethical AI in Operations	Oak
		C	Ethical AI in Finance	Socrates
4 p.m.	**Keynote 3**		What We Know and What We Don't Know About AI Ethics and Business (Kirsten Martin)	Grove
5 p.m.	**Wrap-Up**		Toward an Ethical AI Agenda for 2030 (Yael Grushka-Cockayne)	Grove

Scan for full program details:

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