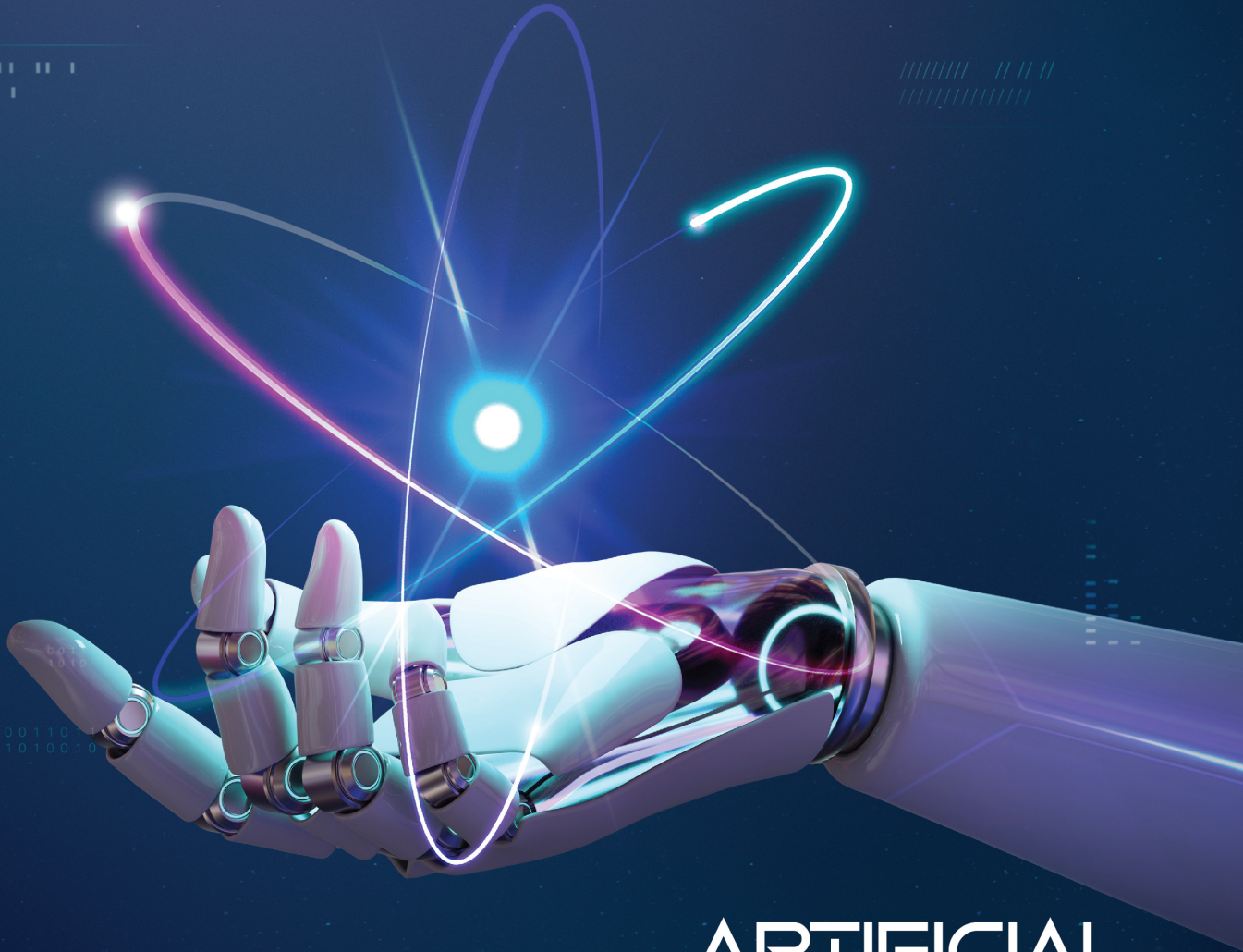


RISE

Catalysing Global Research Excellence



ARTIFICIAL
INTELLIGENCE (AI):
Embracing the Future

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Phone: +603-5544 2004 | E-mail: tncpi@uitm.edu.my | Web: <https://tncpi.uitm.edu.my/>
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ADMINISTRATION

PROF. TS. DR NORAZAH ABD RAHMAN

Deputy Vice-Chancellor (Research & Innovation)
Office of Deputy Vice-Chancellor (Research & Innovation)
noraz695@uitm.edu.my
+603 – 5544 2004

ASSOC. PROF. DR MOHD MUZAMIR MAHAT

Head of Research Communication & Visibility Unit (UKPV)
mmuzamir@uitm.edu.my
+603 – 5544 3097

ABOUT THE MAGAZINE

RISE Magazine is published by Office of the Deputy Vice-Chancellor (Research and Innovation) with aims to highlight a research and innovation on multidisciplinary expert of fields in UiTM. It serves as a platform for researcher to showcase their high quality and impactful findings, activities and innovative solution through publication. Contribution of these ideas come from academicians, researchers, graduates and universities professionals who will enhance the visibility of research and stride to elevate Universiti Teknologi MARA to global standards. This is an effort to promote research as a culture that is accepted by all expertise.

ABOUT UiTM

Universiti Teknologi MARA (UiTM) is a public university based primarily in Shah Alam, Malaysia. It has grown into the largest institution of higher education in Malaysia as measured by physical infrastructure, faculty and staff, and student enrollment. UiTM is the largest public university in Malaysia with numerous campuses throughout all 13 states in Malaysia. There is a mixture of research, coursework and programmes offered to the students. The Office of the Deputy Vice-Chancellor (Research and Innovation) also known as PTNCPI (*Pejabat Timbalan Naib Canselor (Penyelidikan dan Inovasi)*) serves as a *Pusat Tanggungjawab* (PTJ) for navigating the research and innovation agenda of the university to achieve UiTM's goals. The PTNCPI office strives to mobilize faculty and campuses, fostering collaboration among researchers, with the aim of transforming the University into a Globally Renowned University by 2025



Artificial Intelligence's Impact on Social Entrepreneurship

Artificial intelligence (AI) has brought about transformative changes in various industries, revolutionizing businesses with automation, predictive analytics, and enhanced optimization. The realm of social entrepreneurship is not exempt from AI's influence, as it is rapidly embracing this technology. In this article, we will delve into the impact of artificial intelligence on social entrepreneurship and how it is reshaping the sector. To begin, it is essential to grasp the essence of social entrepreneurship. It involves leveraging business principles and strategies to address social and environmental issues, aiming to create a positive impact on society while generating sustainable revenue for business growth. Social entrepreneurs demonstrate creativity by devising innovative solutions to address the needs of marginalized communities. Notable examples of social enterprises include TOMS shoes, which donates a pair of shoes to a child in need for every pair sold, and Warby Parker, providing affordable eyewear to those in need.

AI is increasingly becoming a cornerstone of social entrepreneurship, fostering improvements in efficiency, scalability, and overall impact. Data analysis is one area where AI's profound impact is felt. Social entrepreneurs often operate in complex environments with limited resources, and AI proves instrumental in analyzing vast datasets to uncover trends and patterns. For instance, social enterprises working in healthcare can utilize AI to

scrutinize medical records, identifying patterns in disease outbreaks or gauging the effectiveness of various treatment options. This data-driven approach empowers social entrepreneurs to make more informed decisions and allocate resources more efficiently. Moreover, predictive analytics is another significant domain where AI is making its mark in social entrepreneurship. By harnessing machine learning algorithms, predictive analytics detects patterns in data, enabling accurate predictions about future events. This capability is particularly valuable for social enterprises involved in disaster response or humanitarian aid. For example, AI can forecast the likelihood of a natural disaster occurring in a specific region, thereby allowing social entrepreneurs to prepare and respond proactively and effectively.

However, the integration of AI in social entrepreneurship also gives rise to important ethical considerations. One major concern is the potential for AI to reinforce existing biases and discrimination. If AI algorithms are trained on biased data, they might learn to perpetuate discrimination against certain groups. This poses a particular challenge in social entrepreneurship, where the primary objective is to foster positive social impact and promote social justice. Social entrepreneurs must remain vigilant in ensuring that their utilization of AI is ethical and does not perpetuate discrimination or harm. Another ethical concern is the potential displacement of human workers by AI. As AI technology advances, it has the capacity to replace workers in diverse industries, including social



Noorain Mohd Nordin
Faculty of Business and Management,
Universiti Teknologi MARA, Melaka Branch

entrepreneurship. This prospect could have significant ramifications for social enterprises, especially those reliant on a substantial workforce. Social entrepreneurs must be mindful of the potential impact of AI on their workforce and work proactively to mitigate any adverse consequences. Despite these concerns, the implementation of AI in social entrepreneurship has the potential to generate substantial positive impacts. It is imperative that social entrepreneurs navigate these ethical considerations thoughtfully and responsibly to harness the full potential of AI in driving positive change within the realm of social entrepreneurship.

The potential positive impact of AI in social entrepreneurship cannot be overstated. One area where AI can have a significant impact is in addressing the digital divide. Many marginalized communities lack access to technology and digital resources, limiting their ability to access education, healthcare, and other important services. AI can be used to develop tools and applications that bridge this gap, providing marginalized communities with greater access to information and resources. Moreover, AI can significantly enhance solutions to complex social problems. For instance, AI can help create personalized learning tools for students with disabilities or offer more accurate and effective medical diagnoses for patients with rare diseases. By harnessing the power of AI, social entrepreneurs can develop innovative and effective solutions to social issues, ultimately creating a greater impact in their communities.

Another potential positive impact of AI in social entrepreneurship is the ability to scale solutions more quickly and efficiently. With AI, social entrepreneurs can rapidly analyze data, identify patterns, and develop solutions that can be scaled rapidly and efficiently. This proves particularly beneficial in disaster response and humanitarian aid, where time is of the essence, and the ability to scale solutions quickly can make a lifesaving difference. Additionally, AI can improve transparency and accountability in social entrepreneurship. By automating data analysis and reporting, social entrepreneurs can provide more transparent and accurate reporting to their stakeholders, including donors and investors. This fosters trust, credibility, and attracts more support for their work.

Overall, the impact of AI on social entrepreneurship is rapidly evolving and holds significant potential. Social entrepreneurs must be mindful of the ethical implications of AI and work diligently to mitigate any potential negative consequences. Simultaneously, they should embrace the positive impact of AI and explore ways to leverage this technology to create greater social impact and transform the sector. In conclusion, the impact of AI on social entrepreneurship is rapidly evolving and can be substantial. AI empowers social entrepreneurs to analyze data more effectively, automate routine tasks, and develop innovative and effective solutions to social problems. Nevertheless, social entrepreneurs must remain aware of the potential ethical concerns surrounding AI, such as bias and discrimination, and actively work to address any negative consequences. By embracing the potential positive impact of AI while addressing its potential challenges, social entrepreneurs can harness the power of this technology to create greater social impact and revolutionize the sector.

ANALYSIS

