

SKEMA partner of the conference  
"Ethical Management of Artificial Intelligence, a French/American Dialogue"  
on November 9 & 10, 2020

**Raleigh, November 5:** At a time when algorithms and the power of artificial intelligence models are governing more and more areas of economic and social life, ethical questions are arising.

How should our digital world be run?  
What ethical principles should guide thoughts?  
How can we implement and encourage the development of good practices?  
What answers can worldwide academic institutions provide through their research work?

These are all questions that are in the news. They will be raised at the Franco-American conference on November 10 and 11 titled "Ethical Management of AI, a French/American dialogue", in which SKEMA Business School is participating in conjunction with FrenchTech Raleigh-Research Triangle (North Carolina).

On this occasion, Mélanie Graham, a professor at SKEMA Business School's Raleigh campus, will moderate one of the debates on the ethical dimension in the development of AI. A panel of students will also be invited to debate. Among them, Leo Garcia, a student from SKEMA's Global BBA programme in Raleigh, will put forward his point of view: *"The uses of AI (war, privacy and facial recognition, etc.) raise ethical issues. It is important to talk about this and discuss a framework with guidelines that can help us better 'control' new developments in this field,"* he says.

This event, organised remotely by Georgia Institute of Technology and the General Consulate of France in Atlanta, associates SKEMA Business School and French Tech Raleigh - Research Triangle, as well as several other leading academic institutions and their research departments: Emory University Center for Ethics, Georgia Tech Ethics, Technology & Human Interaction Center, the Research Center "Law and Social Change" of the University of Nantes and the research programme DataSanté. The event is also supported by the Office of Cultural Services of the French Embassy in the United States and the Office for Science and Technology of the French Embassy in the United States.

- Registration: <https://www.eventbrite.com/e/ethical-management-of-ai-a-french-american-dialogue-virtual-symposium-tickets-121545721525>
- Programme: <https://france-atlanta.org/?p=5798>

**About SKEMA Business School:**

With 9,000 students of 120 nationalities and 48,000 graduates in 145 countries, SKEMA Business School is a global school which, through its research, its 70 teaching programmes, its international multi-site structure trains and educates the talents that 21st century businesses need. The school is now present on 7 sites: 3 campuses in France (Lille, Sophia Antipolis, Paris), 1 in China (Suzhou), 1 in the United States (Raleigh), 1 in Brazil (Belo Horizonte) and 1 in South Africa (Cape Town - Stellenbosch). In September 2019, the school announced the establishment in Montreal of its artificial intelligence research

laboratory and its new R&D center. SKEMA is multiaccredited - EQUIS, AACSB and EFMD Accredited EMBA. Its programmes are recognized in France (Visa, Master Degree, RNCP, CGE label), as well as in the United States (licensing), Brazil (certificação) and China. [www.skema.edu](http://www.skema.edu).

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