

CORRECTING AI'S CAUSED POWER IMBALANCE THROUGH DECENTRALISED BRANDS

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Abstract

This article explores the social and economic challenges posed by the rise of Artificial Intelligence (AI) in various sectors and industries. One of the main challenges is the shift in power from people to a small number of corporations, leading to job displacement, increased inequality, and ethical concerns. To address these challenges, we propose the creation of many decentralized brands that allow new forms of economic and social collaboration while maintaining the main characteristics of capitalism and the market system. This paper provides an overview of the social and economic challenges caused by AI. It explains how decentralized brands can help correct the power imbalance and promote equity, transparency, and decentralization in the AI automation-centered economic world.

Keywords: AI, FreeAi, FreeScience, Outfinity