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THE NEGATIVE FACE OF THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN ENTERPRISES

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Purpose: The aim of the study is to identify and analyze concerns related to the implementation of artificial intelligence in enterprises, with particular emphasis on perceived risks such as data security, job displacement, social inequalities, and the potential distortion of science and art. The research seeks to provide a comprehensive understanding of how artificial intelligence is viewed as both an opportunity and a source of potential threats in the context of modern business models.
Design/methodology/approach: The study was conducted using a quantitative research approach based on a structured survey. Data collection took place between May and June 2025, involving a sample of 625 respondents. To explore relationships between the variables and patterns in responses, and multiple correspondence analysis (MCA) was applied.
Findings: The results indicate significant concerns regarding data security and the possibility of job losses due to automation, with a notable proportion of respondents perceiving these risks as highly probable. Opinions on existential risks or excessive control of machines over humans were less pronounced, while moderate concern was expressed regarding social inequalities and the influence of AI on cultural and creative processes.
Research limitations/implications: The study was limited to a specific demographic structure, dominated by younger respondents, which may affect the generalizability of the results. Future research could benefit from a broader population sample and the inclusion of qualitative approaches to gain deeper insights into attitudes toward AI.
Practical implications: The findings highlight the need for enterprises to adopt transparent communication strategies regarding AI deployment, invest in employee upskilling, and ensure that automation processes are balanced with the creation of new job opportunities. These measures can help mitigate fear and resistance among employees while enhancing trust in emerging technologies.
Social implications: The research emphasizes the importance of addressing the societal impact of AI, particularly in reducing inequalities and ensuring equal access to technological advancements. A balanced approach to AI implementation could foster greater social acceptance and minimize potential disruptions in the labor market.
Originality/value: The study provides novel insights into the perception of AI risks by combining empirical survey data with advanced statistical analysis. It adds value to the existing literature by connecting socio-demographic factors with attitudes toward AI and offering

evidence-based recommendations for responsible implementation of artificial intelligence in business environments.
Keywords: artificial intelligence, enterprise, employees, survey, MCA analysis.
Category of the paper: research paper.

1. Introduction

Development artificial intelligence stands myself one of the key factors that they shape contemporary economy and functioning enterprises. Technologies based on algorithms self-learning and analysis large collections data they are revolutionizing models' business (Roumate, 2025). They support Too processes decision-making and customer relations. At the same time, next to possibilities increase efficiency and innovation, appear myself clear worries related to potential threats. These include security data loss places work Whether deepening inequalities social. Choice this topic results from the growing the importance of AI in the 5.0 economy and needs critical looks on consequences her implementation (both in terms of economic and social) (Daroń, Górska, 2023).

Article was left divided on several parts. They lead the reader from the theoretical basics regarding role artificial intelligence in enterprises, through presentation areas her applications and potential threats, up to discussion results carried out research empirical. Part methodological in detail describes accepted strategy research, selection trials and applied tools analytical (including analysis MCA correspondence). This analysis enables deepened interpretation obtained results. In the following parts presented discussion results and referring them to the findings others researchers, which allows on wider context scientific and practical.

The aim of the article is to show diversified image perception artificial intelligence in enterprises, treatment her as tools development and innovation, as well as potential sources threats. Value added the development is integration perspectives theoretical with results research empirical. They allow for better understand attitudes and concerns social towards AI. Analysis of the results she was enriched with a comparison with the literature item. This allows you to extract applications important for science and for practices business. This indicates necessity responsible and transparent implementation artificial intelligence in organizations.

1.1. Artificial intelligence as determinant economy 5.0

Artificial intelligence is one of the key elements shaping concept Economy 5.0. In the perception this, integration modern technology has on purpose creation more balanced, intelligent and oriented on man systems economic (Singh, Cohen, 2025). Unlike the previous concept Industry 4.0, bringing together myself on digitization and automation processes, economy 5.0 assumes harmonious coexistence Man and Technology (Pluta-Zaremba,

Szelągowska, 2021). Artificial intelligence full in this model function tools enabling personalization products and services, optimization processes business. It assumes Too implementation solutions increasing well-being social by simultaneously striving for efficiency economic (Roumate, 2025).

In economy 5.0 artificial intelligence supports companies in analysis huge collections data. This allows more accurate forecasting, making decisions over time real and creation models business based on individual needs customers (Priya, Sharma, Sharma, 2026). Algorithms learning machine they enable dynamic customization production and logistics, reduction precipitate and minimization consumption resources. It becomes this is especially true important in the context challenges related to sustainability development (Lukianenko, Simakhova, 2024). Thanks, artificial intelligence it is also possible introduction innovative services and solutions. They have purpose increase competitiveness enterprises. In addition, they improve quality life communities, e.g. in the area care health, education Whether transportation (Singh, Cohen, 2025).

Important aspect economy 5.0 is the role artificial intelligence in creation new models' interactions between human and technology. In this context AI becomes myself partner supporting man in making decisions decisions, creativity and solving complex problems (Roumate, 2025). An example are intelligent systems support decisions. They analyze data market, consumer trends Whether changes in chains supplies, enabling companies' faster response on changing myself surroundings economic (Paschek, 2020).

Artificial intelligence plays a key role in economy 5.0 also role integrator various technologies (such as the Internet of Things, robotics Whether solutions cloud, creating intelligent ecosystems production and service) (Priya et al., 2026). Thanks ago enterprises they can increase your own efficiency operational. They can build flexibility. This is essential in the conditions growing uncertainty and dynamic changes market (Lukianenko, Simakhova, 2024). At the same time introduction artificial intelligence in economy 5.0 puts Before organizations challenges related to ethics, protection data and responsible use technology. It is necessary to develop transparent rules actions algorithms, elimination biases in data and providing security information. It is important that the development technological NO led to deepening inequalities social. In this context artificial intelligence should to be used in a way balanced and responsible. He should to be situated emphasis on supporting man and the environment, not only on maximization profits (Singh, Cohen, 2025).

In perspective strategic artificial intelligence as determinant economy 5.0 means shift accent from the same automation on creation values social and economic based on technologies future. This creates space for innovations. They can lead to development new sectors economy, emergence intelligent cities, improvement quality living and building advantages competitive on level global (Roumate, 2025). Economy 5.0, supported by artificial intelligence, becomes myself model in which technology and man they cooperate in a way harmonious. In turn innovations technological implementation ideas sustainable and responsible development.

1.2. Areas application artificial intelligence in enterprises

Artificial intelligence in enterprises finds application in key areas activities. Significantly influences on efficiency operational and strategic (Daroń, Górska, 2023). In logistics and management chain deliveries enables forecasting demand, optimization routes and management in stock. In production. supports maintenance predictive and monitoring quality (Shang, Zhou, Zhuang, Żywiołek, Dincer, 2024). In marketing and sales allows on personalization offers, analysis behaviors customers and automation service Thanks chatbots and systems recommendation. This allows increase effectiveness actions and improves experience customer.

In the area management resources human AI improves processes recruitment, analyzes potential employees and supports personalization paths development. This allows for building innovative culture organizational (Daroń, Górska, 2023). In finance and management risk enables fast analysis data, prediction changes market and detection abuse. Raises security processes (Kunduru, 2023). More and more often is also used in development products and services, shortens time introduction innovation on market and supporting analysis trends (Jia, Wang, 2024).

AI stops to perform function only automation. It becomes myself tool strategic. Integrates data, makes it easier taking up decisions and enables quick response on changes surroundings. And this ultimately strengthens advantage competitive enterprises (Daroń, Górska, 2023).

1.3. Worries regarding applications artificial intelligence in enterprises

Application artificial intelligence in enterprises, despite numerous benefits, gives rise to also many fears related to potential negative consequences (Schlögl, Postulka, Bernsteiner, Ploder, 2019). In the discourse economic and social more and more more often lifted are issues regarding security systems ICT, excessive autonomy machines, risks unemployment and the impact of AI on culture and relationships social (Daroń, Górska, 2023). Artificial intelligence, due to on own ability to learn and make decisions decisions based on huge quantities data, is perceived as technology that maybe in some cases conditions sneak out myself bottom control (Szedlak, Poetters, Leyendecker, 2020). Concerns this result from the possibilities takeovers by algorithms decision-making functions in systems. In functions this safety is key for enterprises, including systems management data, infrastructure logistics Whether networks production. As a consequence, emphasizes myself necessity development effective methods security and systems supervision. They could prevent risk unauthorized actions autonomous solutions (Schönberger, 2023).

The next one important area the perspective of anxiety is excessive power machines over human. Despite that it is often perceived as vision of character futuristic, some elements this one worry May own justification (Ridho, 2023). In particular it's about situations in which decisions undertaken by artificial intelligence they can to evoke consequences unforeseen by human. This in turn wakes up questions nature ethical and legal. This phenomenon is

intensifying myself with the increase level automation processes. In processes these role man limits to the function supervisory board. Instead, key decisions operational Whether strategic are generated by systems teaching in a way autonomous (Jia, Wang, 2024).

It doesn't matter remain also worries market - related work. Automation, supported by algorithms artificial intelligence, leads to the elimination many tasks of a nature routine. It can inevitably lead to a reduction demand on employees in some sectors (Schönberger, 2023). In the discussion over the influence of AI on market work they appear myself voices warning Before a possibility mass unemployment. This applies especially industry leaning myself on repetitive activities. This necessitates the need creation new model's education and retraining employees, so that they can find in an environment where integral meaning they gain competences soft, creativity and ability to collaborate with technology (Szedlak et al., 2020).

Artificial intelligence wakes up also doubts nature social and cultural. It appears myself risk deepening inequality. This is due to the fact that access to modern technology is often reserved for the wealthiest entities (Daroń, Górska, 2023). Enterprises having at their disposal advanced AI systems can obtain significant advantage competitive. This may result in marginalization smaller companies and exclusion groups that NO are able to keep up with the pace technological changes (Schönberger, 2023). This phenomenon is part of into the broader problem of unequal division benefits resulting from digitalization economy (Dostatni, Mikołajewski, Rojek, 2022).

In the area culture and creativity artificial intelligence introduces additional controversy related to the possibility generating virtual works. Works these I can successfully compete with creativity human. Algorithms capable of composing music, writing texts Whether creation images they wake up questions about boundaries originality and authenticity in art (Ridho, 2023). On the one hand, pages they may constitute inspiring tools for creators. However, on the other hand, pages exist risk dehumanization art in which process creation stays dominated by mechanical generating content.

Worries these emphasize necessity conducting wide debates on topic ethical and responsible use artificial intelligence in enterprises. They indicate too on need implementation regulation legal and standards. Regulations these they will allow restrict potential threats by simultaneously supporting innovation (Schlögl et al., 2019). Appropriate approach to AI development requires analyses technological. But also important are considerations regarding aspects social, legal and cultural. They are the ones who direct they influence on acceptance and method exploitation new solutions in the environment business (Jia, Wang, 2024).

2. Methods

The purpose of the research was recognition opinions social regarding potential threats resulting from the development technology artificial intelligence. It concerns this in in particular areas security systems ICT, impact on market work, inequality social and fields science and art. Adopted hypothesis research assuming that in consciousness social exists clear division assessments in the field risks related to artificial intelligence, in turn the biggest worries they concern issues security data and impact on employment. Within the framework of research was erected questions about how to a degree society he notices possibility takeovers control by artificial intelligence over systems ICT, or he is afraid myself excessive power machines over humanity, what is the perception threats For himself survival humanity , and also to what extent to a degree respondents they believe that introduction common technology artificial intelligence Maybe lead to unemployment, growth inequalities social and distortions achievements science and art.

Tests were carried out method surveys from May to June 2025 on a sample of 625 respondents. This allowed for begging wide material empirical reflecting diversity opinions. Results subjected analysis using multidimensional analysis correspondence (MCA). Her purpose was depiction relationship between answers and individual statements and identification main dimensions differences in perception threats. The use of MCA enabled interpretation dominant tendencies and connections between categories answers, which was supplement analysis tabular.

In progress research obtained data sociodemographic for 625 respondents. In terms of level studies dominated people educating myself on level bachelor's degree or engineering – 516 people, which constitutes 82.6% of the total, while while 109 respondents (17.4%) were pursuing master's studies. Structure gender was close to, with a slight advantage women: women constituted 325 people, i.e. 52.0%, and men 300 people, i.e. 48.0%. In terms of age the biggest group they created respondents aged 21-25 – 328 people (52.5 %). under 20 years old life consisted of 127 cases (20.3%), aged 26-30 years 54 people (8.6%) were recorded, 47 people (7.5%) were aged 31-35, while over 35 years old life found 69 respondents (11.0%). In terms of type 260 people (41.6%) studied in mode stationary (daytime), and 365 people (58.4%) in the part-time (extramural). In the scope activity 140 people (22.4%) do not have professional qualifications worked, 240 people (38.4%) worked on full-time, 181 respondents (29.0%) performed work on basis contracts orders or for a specific task, 47 people (7.5%) conducted own business, 2 people (0.3%) ran farm agricultural, and 15 respondents (2.4%) combined constantly employment with management activities economic. Total all categories in each variable added up up to 625 people, which corresponds to 100.0% of the sample.

3. Results

In progress research tried myself define perception potential threats related to development artificial intelligence. In this purpose analyzed opinions respondents on topic selected statements regarding possible negative effects this one technology and the results presented in the form tabular, marked as table 1.

Table 1.
Negative consequences applications artificial intelligence in enterprises

	Definitely not	Don't think so	I have no opinion	Probably yes	Definitely yes
Exists the risk that artificial intelligence Maybe take over control over systems ICT and influence on security data.	70	117	94	248	96
Development artificial intelligence Maybe led to a situation in which machines they will be they had too large authorities over humanity.	133	243	96	123	30
Artificial intelligence Maybe constitute danger for humanity, including in the matter of her survival.	174	199	105	103	44
Introduction common technology artificial intelligence Maybe led to mass unemployment, especially among employees performing routine tasks.	73	148	65	230	109
Growth in applications artificial intelligence Maybe deepen inequalities social, e.g. through access to technology only for the richest.	66	135	156	207	61
Artificial intelligence Maybe distort science and art, creating " virtual " works that they will replace these created by people.	82	167	79	170	127

Study: Own.

First statement it related take risks takeovers control over systems ICT By artificial intelligence and influence on security data. In this issue of 70 people definitely myself NO agreed, 117 expressed rather negative opinion, while 94 people remaining neutral. At the same time, 248 respondents considered this risk probable, choosing the answer is "rather yes", and 96 respondents definitely agreed deal with its theorem.

Second statement it concerned fears related to the possibility obtaining by machines too large power over humanity. Determined denial this one opinion 133 respondents expressed their opinion, another 243 people they chose the answer is "rather no", 96 people NO it took unambiguous positions, while 123 respondents pointed out the answer is "rather yes", and 30 – "definitely yes". In the case of statement that artificial intelligence Maybe constitute danger for humanity, including her survival, 174 people they thought it was not enough likely, choosing the answer is "definitely no", and 199 respondents replied "rather no". 105 respondents NO had sentences, while 103 indicated "rather yes", and 44 – "definitely yes".

Fourth statement it related to the potential mass unemployment caused by implementation technology artificial intelligence, especially among people performing routine tasks. In these issues 73 people definitely myself NO agreed, 148 chose the answer is "rather no", 65 no had opinions, 230 respondents considered this threat as probable, and 109 considered it as definitely real. Fifth statement it concerned possibilities deepening inequalities social as a result of growth applications artificial intelligence, especially in the context limited access to modern technology for poorer groups social. In this case of 66 subjects chose the answer is "definitely no", 135 – "rather no", 156 people left neutral, 207 respondents pointed out the answer is "rather yes", and 61 – "definitely yes".

The last statement it related to fear that artificial intelligence Maybe distort science and art, creating virtual works replacing these created by man. In these issues 82 people expressed determined denial, 167 chose the answer is " rather " no, 79 respondents NO had opinions, while 170 considered it rather probable, and 127 people definitely agreed deal with its statement.

Analysis of results presented in Table 1 was supplemented with multidimensional analysis correspondence (MCA). Results this one analysis presented on Fig. 1. This analysis allowed on depiction connections between answers respondents and individual statements regarding risks and threats related to development artificial intelligence. Fig. 1 includes two main dimensions. Total they explain a significant Hi differentiation data. They enable interpretation dominant trends in responses.

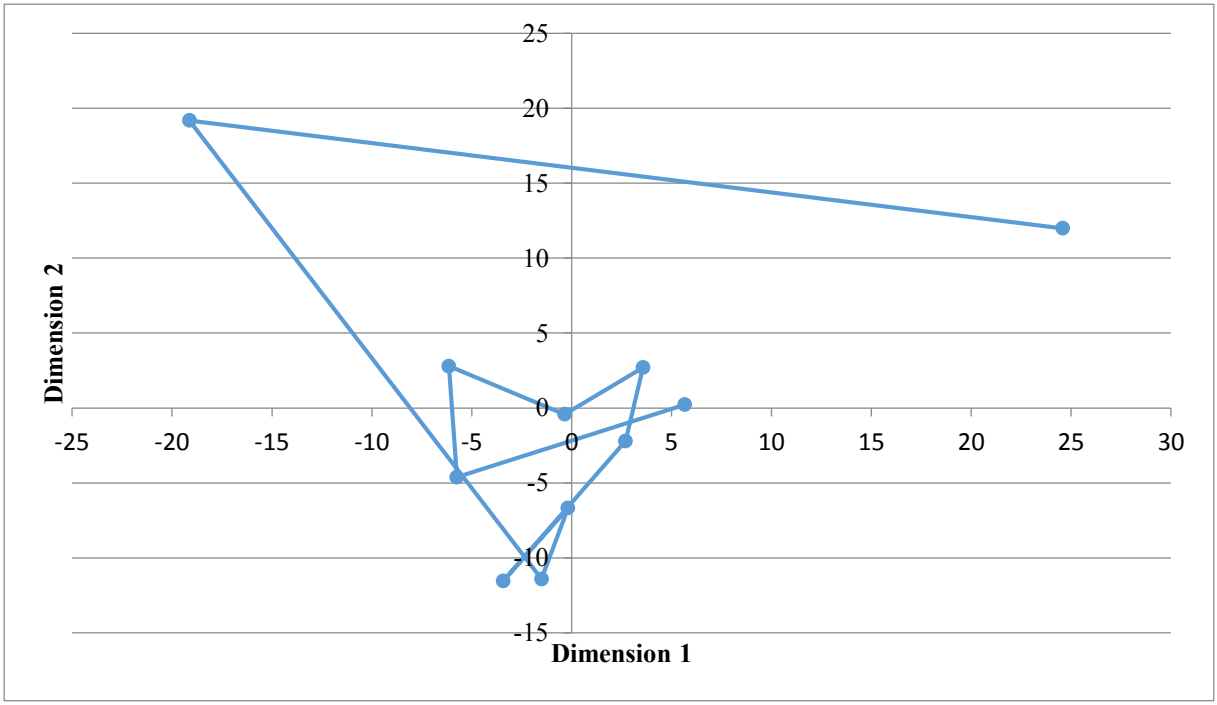

Figure 1. MCA Analysis of AI Risks (Dimension).

Study: Own.

Dimension the first (Dimension 1) organizes data along axis determining polarization opinions between attitude skeptical to potential threats and attitude recognizing their high probability. In this take categories "definitely no" and "rather they don't" take up " opposed pole than the answer is "rather yes" and "definitely yes". Dimension the second (Dimension 2) introduces additional distinction. They can be interpreted as differentiation ratings between individual areas risks. To these risks they belong threats for security data Whether influence artificial intelligence on science and art.

Position points representing statements in space MCA chart indicates on certain clusters. They reflect the dominant patterns answers. Statements regarding risks takeovers control over systems ICT and mass unemployment they find myself closer category high response level acceptance threats. This arises in accordance with the distribution answers in table 1 (where for these aspects noted significant participation the answer is "rather yes" and "definitely yes"). In turn statements related to general a threat for humanity and excessive power machines they invest myself closer category answers denying what confirms greater percentage indications "rather no" and "definitely no" in these areas. Layout points on Fig. 1 shows too on clear differences in perception risks between aspects technological and social. Risk deepening inequalities social and influence artificial intelligence on art and science they occupy position indirect, which suggests more varied opinions respondents, with a visible division between groups recognizing these threats considered significant and those that remain skeptical. Presented MCA analysis provides deepened image relationship between individual statements and categories answers, acting supplement data numerical presented in Table 1.

4. Discussion

Carried out tests they provided row important information on topic perception threats related to development artificial intelligence in the context sociodemographic conditions trials research. Collected data indicate that in society NO exists uniform view on topic potential risks related to the implementation advanced technology. Opinions respondents they differ depending on the type analyzed issues. There is a clear visible dichotomy between areas in which worries are especially intensified, and those in which majority respondents presents attitude more skeptical to possibilities speeches negative consequences. In terms of risks takeovers control over systems ICT by artificial intelligence and threats for security data revealed relatively tall level anxiety. Evidence this is significant percentage answers confirming possibility speeches such threats. Similarly high worries recorded in the area potential mass unemployment caused by automation processes work and replacing employees performing routine tasks by systems based on artificial intelligence. Results they suggest that respondents in large measure they identify artificial intelligence as factor able lead to significant changes on

market work. It binds it happens both with fear Before loss places work, as well as Before a necessity adjustment to new realities economic.

Different trends observed in relation to the statements regarding excessive power machines over humanity. The same refers to general threats for survival civilization. In these cases, prevailed answers negating or moderate. This indicates smaller degree beliefs respondents about reality this type risks. You can therefore to conclude that subjects are more inclined to notice threats in the sphere practical, direct consequences (such as safety data Whether market work than in scenarios of a global Whether catastrophic). Analysis of the responses regarding possibilities deepening inequalities social and impact artificial intelligence on science and art revealed more varied opinions. Significant Hi respondents' express fears that development advanced technology Maybe led to marginalization groups with lower income or limited abilities adaptation to modern tools. Maybe to lead also for displacement original creativity human by virtual generative forms expression. At the same time the presence is visible moderate groups respondents. This group did not take up unambiguous positions in these issues. This may be resulting lack of sufficient knowledge on topic long-term effects these processes.

Use MCA analysis allowed on synthetic depiction relationship between categories answers and individual statements. Obtained dimensions differentiate answers according to degree acceptance threats and their type. This made it possible to isolate patterns perception Risks. Results confirmed that respondents they show the highest compliance on issues regarding security and market work. In turn areas related to culture, art and ethics are assessed in a manner less unambiguous. Sociodemographic analysis trials indicate that test left conducted in a group diversified in terms of gender, age, level studies and activity professional. This gives the results wide context interpretative. Especially it is important that majority respondents find in a group aged 21-25. This in turn Maybe influence on way perception artificial intelligence as phenomena technologically large potential both both positive and negative effects. Presence large numbers people active professionally in the test research strengthens meaning applications regarding market concerns work, due to that their assessments they can result from personal experiences or observations changes in the environment employment.

To collect empirical data, a standardized survey tool was developed specifically for the purposes of this study. The questionnaire consisted of six statements addressing potential risks associated with the implementation of artificial intelligence in enterprises, covering such aspects as data security, unemployment, social inequality, existential risk, and the impact on culture and science. Responses were given using a five-point Likert scale, allowing for the identification of the level of agreement or disagreement with each statement. The questionnaire was not subjected to formal psychometric validation and was not pilot-tested prior to the main study, which constitutes a limitation in terms of assessing its validity and reliability. The statements used were based on a literature review and previous theoretical analyses; however, the absence of a formal content verification process may affect the credibility and reproducibility of the findings.

In interpreting the results, it is essential to distinguish between perceived and actual risks. Respondents' opinions reflect subjective feelings and social perceptions regarding the threats associated with the implementation of artificial intelligence, which do not always correspond to objective technological or economic analyses. For example, the fear of mass unemployment may express social anxiety that does not necessarily align with current empirical data on the impact of automation on the labor market. Similarly, concerns about the distortion of culture and science under the influence of AI may stem from incomplete knowledge or media-driven narratives rather than actual processes occurring in creative and academic environments. Therefore, the presented results should be understood as an expression of social perception rather than a reflection of the objective level of risk.

Whole results indicate on need deepened discussion over role artificial intelligence in life social and economic and over shaping politics educational and regulatory. The latter could reduce level fears social. Results research they suggest too necessity conducting further analyses targeted on understanding attitudes to development technologies in various segments demographic, which will allow better to prepare society to the upcoming changes technological and social.

Based on research recommend to make companies implementing solutions based on artificial intelligence they led transparent communication regarding way actions technology and her influence on employment. It is important to emphasize the role of AI as support for employees, not their replacements. This will allow to limit fear of loss places work. An important the action is to invest in development competences staff, mainly in the areas of demanding creativity, analysis data and cooperation with new systems.

Organizations they should also take care of ethical and responsible use artificial intelligence, so as not to it led to deepening inequalities social or marginalization creativity human. It is advisable to implement mechanisms monitoring effects automation. This will allow you to customize strategies business in a way conducive sustainable development and construction trust both among employees and customers alike.

5. Conclusions

Despite obtained results tests they had certain restrictions. They were carried out on a sample of 625 respondents. The dominant group was people young people aged 21-25 and students studies bachelor's and engineering degrees. This may affect on way perception artificial intelligence, especially in the context market work. Results they lean myself on subjective opinions that NO Always result from knowledge technical, but from a general point of view beliefs and emotions. Additionally, the limitation is the framework temporary research (May – June 2025). This framework NO take into account dynamic changes in the AI area.

Scope questions concentrated myself on selected areas risks. He ignored other potential aspects, and itself method survey NO she allowed on in-depth understanding motivation respondents. This highlights the need connections methods quantitative with qualitative in the future analyses.

Future directions research they can concentrate myself on deepened analysis perception artificial intelligence in various groups social, with particular emphasis taking into account differentiation age, level education and experiences professional. It is advisable to extend research on groups professional the most exposed on automation. This will allow for better understand their concerns and strategies adaptive. It's worth it also analyze changes opinions over time, taking into account dynamic development technology and appearing myself regulations legal. Status this is the way on capture long-term trends in the perception of AI.

Interesting area future research is also term influence artificial intelligence on formation new models work and education. Interesting it would be testing competences future. They may become myself key in automated environment. It is also important leading research qualitative (such as interviews deepened Whether groups focus). They will allow you to learn context emotional, ethical and cultural behind the ratings respondents. In perspective long-term important will be analyzing how development artificial intelligence influences on changes social, relationships interpersonal and processes decision-making in organizations. It is also important identifying solutions minimizing potential threats by simultaneously maximum use benefits resulting from the new technology.

Results obtained in the study indicating on strong worries to threats for security data and risks loss places work correspond to that dominant in the literature international conclusions. In line with them, this is issues cybersecurity, privacy and automation routine tasks are perceived by respondents and managers as the most tangible, short-term costs AI implementation. Similar accents identified in analyses adoption artificial intelligence in SMEs. In them security information, competence gap employees and concerns organizational were classified as key barriers implementation (Badghish, Soomro, 2024). In parallel broad, macroeconomic studies anticipatory significant shifts employment – especially in professions routine – they strengthen perception mass unemployment observed in the presented study. This is reflected both in classic estimates vulnerabilities places work on computerization (Frey, Osborne, 2017), as well as in the approaches emphasizing polarization wages and risk deepening inequalities (Acemoglu, Restrepo, 2019; Makridakis, 2017). At the same time moderate level recognition for "existential" scenarios and excessive power machines – visible in the discussed results – is consistent with large polls opinions public. They will make it clear that majority respondents to a greater extent to a degree concentrates myself on risks close horizon (privacy, security, market work) than on far-reaching, catastrophic narratives (Zhang, Dafoe, 2019).

Identified in the study apprehension Before deepening inequalities social finds solid justification in the literature economic and management. It was indicated there that ability to absorb and scale AI technology is asymmetrical unfolded. Larger and at the same time much richer entities faster internalize benefits scale and scope. In this way, they enlarge a gap competitive to smaller actors (Acemoglu, Restrepo, 2019; Makridakis, 2017). Results these they enter myself also in perspective research over maturity digital and transformation organizations. In them role competence, leadership digital and context organizational conditions both pace and social Cost implementation technology (Chen, Li, Shahid, 2024; Kocot et al., 2024).

Respondents' fears concerned distortions science and art by generative AI systems. This direction perception the risk is increasing more often confirmed in research over ethics and social consequences large models linguistic and generative. Accented are problems related to originality, authorship, disinformation and reproduction prejudices (Bender, Gebru, McMillan-Major, Shmitchell, 2021). In turn, dimension security and potential "malicious" utility of AI – strongly present in fears respondents – remains consistent with expert opinions forecasting using AI to escalate cyberattacks, manipulation information Whether automation abuse (Brundage et al., 2018).

Differences between presented results and part earlier research they reveal myself mainly in intensity long- term, existential concerns risks. During when in some polls – especially including more technologically familiar populations – declared level fear against excessive the power of "machines" it happens higher, in the analyzed attempt clearly prevails realism concentrated on risks operational and socio-economic. Consistent with the literature remains but the fact that lack knowledge technical and low clarity actions systems they are building a gap trust, which I'm trying myself fill by paradigm explainable and responsible artificial intelligence (Siau, Wang, 2018; Shin, 2021). Ultimately, both presented results and those compared with them arrangements others researchers, lead to a consensus conclusion that at the center of the agenda research and regulatory they should to find transparency, security, mitigation influence on market work, and counteracting concentration benefits technological in a narrow group entity.

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