Translational AI Center (TrAC) Seminar Fall 2022

Priyanka Jayashankar
November 18 at 12:00 noon (US Central Time)

Physical location: 2206 Student Innovation Center
Zoom: https://iastate.zoom.us/j/92178103551?pwd=dlNCa2l0ckVBTEVyR1JEN2Y3b21XQT09

AI and ethics in a digital agriculture context

Abstract

We present our research on the ethical implications of deploying AI in agriculture. We present our empirical research on a survey of 492 Midwestern farmers and we discuss study how trust and perceived risk affect Internet of Things (IoT) adoption in agriculture. We segue into our qualitative research on Midwestern farmers to take a deep-dive into farmers' perceptions of growing consolidation in digital agriculture and concerns about data ownership. Our research has broad implications for B2B marketers, agriculture practitioners and policy makers. We also discuss the implications of our study to other sectors where there are growing ethical concerns about AI adoption.

References:

1. Jayashankar, P., Nilakanta, S., Johnston, W. J., Gill, P., & Burres, R. (2018). IoT adoption in agriculture: the role of trust, perceived value and risk. Journal of Business & Industrial Marketing.
2. Jayashankar, P., Johnston, W. J., Nilakanta, S., & Burres, R. (2019). Co-creation of value-in-use through big data technology-a B2B agricultural perspective. Journal of business & industrial marketing.

Short Bio

Dr Priyanka Jayashankar's research expertise lies at the intersection of marketing, agriculture and sustainability. She is an adjunct assistant professor of marketing at the Ivy College of Business and the Seed Science Center at Iowa State University. She is a team member of the NSF-funded AI Institute of Resilient Agriculture. Her research work has been published in leading journals such as Journal of Business Research, Academy of Marketing Science Review and Journal of Business and Industrial Marketing. She has been a pro-bono consultant for non-profits and has mentored microentrepreneurs.

This is a special seminar jointly organized by AIIRA and COALESCE project