

Generative AI: The Risks, Opportunities and Outlook

Global digital trust association ISACA surveyed more than 660 professionals in Asia who work in audit, risk, security, data privacy and IT governance to get their take on the current state of generative AI.

THE TAKEAWAY: Use of generative AI is ramping up, but organizations are not yet prepared with policies, training and effective risk management. AI can bring tremendous opportunities—but only if its use is effectively managed.

Use of Generative AI is High, With Few Policies in Place

ONLY
32%

OF ORGANIZATIONS SAY
their companies expressly permit
the use of generative AI.

YET
42%

SAY THEIR ORGANIZATION'S
employees are using it regardless,
and another **30% aren't sure**.

HOW GENERATIVE AI IS BEING USED:

- 67%** To create written content
- 41%** To increase productivity
- 28%** To automate repetitive tasks
- 30%** To deliver customer service
- 23%** To improve decision-making

ONLY **11%**

say their organization has a formal,
comprehensive policy for generative AI.

NEARLY
1 IN 3 say no policy exists and
there is no plan for one.

Lack of Training and Low Attention to Ethical Implementations Can Lead to Increased Risks

ONLY
5% of organizations are
providing training to all
staff on AI.

52% say **no AI training** at all is
provided, even to teams
directly impacted by AI.

29% say not enough attention is
being paid to **ethical standards**
for AI implementation.

RISK MANAGEMENT NEEDS TO BE PRIORITIZED

ONLY
ONE-FOURTH
of organizations say AI risk
is an **immediate priority**.

Bad Actors Are Mastering AI More Quickly Than Digital Trust Professionals Are

45%

ARE VERY OR EXTREMELY WORRIED
about generative AI being exploited
by bad actors.

65%

SAY ADVERSARIES ARE USING AI
as successfully or more successfully than
digital trust professionals currently are.

TOP 5 RISKS OF AI

- 65%** 1. Misinformation/Disinformation
- 64%** 2. Privacy violations
- 48%** 3. Social engineering
- 46%** 4. Loss of intellectual property (IP)
- 33%** 5. Job displacement

AI Will Have a Significant Impact on Jobs

1 IN 4
ORGANIZATIONS
(24%) are opening job roles
for AI-related functions in the
next 12 months

57% believe a significant
number of jobs will be
ELIMINATED DUE TO AI.

YET
71% of digital trust professionals think it
will have **SOME POSITIVE IMPACT**
ON THEIR JOBS, though 86% say
they will need additional training to
retain their job or advance their career

28% think the number of jobs
could **INCREASE**.

Overall, Outlook is Optimistic

84% of respondents say AI is a tool
that **extends human productivity**

OVER THE NEXT FIVE YEARS:

- > **84%** of digital trust professionals believe AI will have a positive or neutral impact **ON THEIR INDUSTRY**
- > **84%** believe it will have a positive or neutral impact **ON THEIR ORGANIZATIONS**
- > **83%** believe it will have a positive or neutral impact **ON THEIR CAREERS**

76% believe it will have a **positive or neutral impact** on society as a whole.

Learn more at isaca.org/resources/artificial-intelligence