## **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. Al can bring tremendous opportunities—but only if its use is effectively managed.



**ASIA EDITION** 

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



their companies expressly permit the use of generative Al.



employees are using it regardless,

and another 30% aren't sure.

**HOW GENERATIVE AI IS BEING USED:** 



**67%** To create written content

**28%** To automate repetitive tasks



**30%** To deliver customer service



**ONLY 11%** 

23% To improve decision-making



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

**NEARLY** 

**IN 3** 

say no policy exists and

there is no plan for one.

### Implementations Can Lead to Increased Risks ONLY of organizations are

Lack of Training and Low Attention to Ethical

5%

staff on Al.

**29**%

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



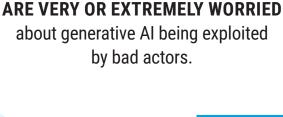
### ONLY **ONE-FOURTH**

RISK MANAGEMENT NEEDS TO BE PRIORITIZED



Than Digital Trust Professionals Are

of organizations say Al risk is an immediate priority.



2. Privacy violations

1. Misinformation/Disinformation

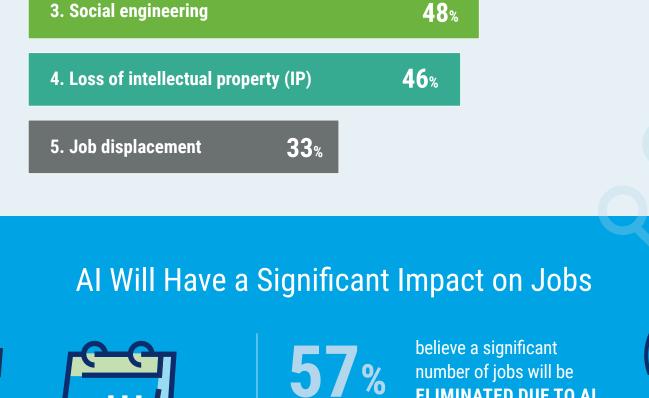


65%

65%

64%

**TOP 5 RISKS OF AI** 



### will have **SOME POSITIVE IMPACT** ON THEIR JOBS, though 86% say



28%

they will need additional training to retain their job or advance their career

think the number of jobs

**ELIMINATED DUE TO AI.** 

of digital trust professionals think it

could INCREASE.

of respondents say Al is a tool that extends human productivity

# Overall, Outlook is Optimistic

**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

**76**%

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

ONLY

OF ORGANIZATIONS SAY

**41%** To increase productivity

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