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Chapter 10: Leading in the Age of Artificial Intelligence: Empowering Gen Z in a data driven world Enabling the Next Generation to Build Sustainable Success in Business and Beyond

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Chapter 10 - Leading in the Age of Artificial Intelligence: Empowering Gen Z in a data driven world Enabling the Next Generation to Build Sustainable Success in Business and Beyond

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Chapter Information

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Abstract

Artificial intelligence (AI) has foreseen mind-boggling developments along with digital transformation. New business patterns emerge, establishing a ground for leadership, both an opportunity and a challenge in this age of dramatic insecurity caused by technology. To leverage their digital fluency and commitment to honor integrity, they are also incorporating the ideas of sustainability that have been engraved by living in a boundless virtual world where things are ever-changing as rapidly as electricity goes off and on. To what extent can Generation Z navigate these changes? What kind of impact will their accomplishment have on organizational success, including how much of that influence extends to different levels of respect and authority one has? Indeed, on the one hand, was the degrading resolve by many young Generation Z shift toward transparent working processes, along with an unassuming manner, the absence of red carpeting to enter an executive's office or double-doored conference room in the array rather than lines and so forth seems to change. However, its potential and outlook far surpass previous generations that reprioritize the working environment as a cooperative community. Numerous industries are struggling long-term because they are slow to embrace new leadership models such as those of Generation Z. This eventually leads to conflict between traditional management ways and what young people look forward to as a way of life. Ethical AI governance, digital literacy, and sustainability have emerged as critical areas where Gen Z leaders can impact. However, the current leadership development systems leave them without essential skills or opportunities to pursue these fields. In light of the increasing influence that Generation Z leadership is playing in shaping future work trends, this chapter

looks into the problems and opportunities for a new generation capable of ethical AI adoption and sustainable business practices. Using qualitative research and case studies based on real events, the study delivers insight into how organizations might strengthen Generation Z leaders through mentorship programs, training in digital ethics, and inclusive leadership strategies. The study found that organizations pursuing Gen Z's leadership vision are more likely to achieve integrative success in the digital economy vision. Investing in the next generation of leaders and aligning its strategies with their values can promote innovation, increase employee engagement, and build a more sustainable and ethical corporate culture. This work is an image created for this comfortable society, furnishing our knowledge store with valuable insights into changes needed by leaders that the rising AI era demands. Thus, it offers practical suggestions to organizations hoping for some survival modes, and then dust settles on an age past.

Keywords: *Generation Z, leadership, ethical AI, digital transformation, corporate sustainability.*

10.1 Introduction

In the current fast-paced business world, the power of AI (artificial intelligence) coupled with the implementation of digital transformation is changing leadership styles and organizational structures. Generation Z (Gen Z): Born between 1997 and 2012, Gen Z is the first genuinely digital-native generation to—starting in recent years—begin to enter leadership at a time of unprecedented change. Unlike generations before them, Gen Z focuses on collaboration, transparency, and accountability—pushing back on the ingrained hierarchical structures that have long governed corporate leadership.

Although Gen Z may have leadership potential, a significant void exists in terms of how Gen Z can drive ethical AI and sustainability. Much of this is due to an established industry that is slow to change, hindering young leaders' ability to implement innovative practices. Moreover, organizations face additional challenges in integrating Gen Z leadership due to a lack of holistic digital literacy training and ethical AI frameworks.

This chapter starts with the specifics of Gen Z's leadership style and the challenges of building an ethical business culture. Gen Z leaders will likely employ technology to instigate innovation and advocate for sustainable business. However, they frequently face pushback when implementing these changes. Using qualitative research and practical examples, it explores how Gen Z is overcoming these challenges, offering specific recommendations for organizations looking to incorporate their viewpoints into leadership development initiatives.

By empowering Gen Z leaders, organizations can tap into new, progressive solutions that resonate with today's values. By following their vision, they offer an opportunity to make corporate culture fairer and more sustainable. This chapter encourages readers to think about how this generation will change business in the future via innovation, ethical leadership, and digital savviness.

10.2 Literature Review

10.2.1 Insights about Gen Z and Leadership from a Generational Dynamics Perspective

The report shows that as natives of the digital world, Generation Z (Gen Z) is a group with excellent technological skills, high ethical leadership, social responsibility, and commitment to sustainability (Khamis et al., 2017). Gen Z is believed to change corporate culture by requiring transparency, inclusivity, and accountability when dealing with the brands they interact with (Seemiller & Grace, 2016; Twenge & Campbell, 2018). Gen Z leaders prefer to promote open communication with their colleagues rather than a manager who does not listen or listens selectively. They strive for group cooperation rather than relying upon individual effort. Because they see themselves as equals having equal responsibility to shoulder work experience, they experience a different kind of collectivity in which each person is more conscious about his or her tasks than ever before (Bencsik et al., 2016).

10.2.2 Gen Z Employees Praise Collaborative Spaces with Low Barriers to Communication and Flat Organization Levels

However, vast differences in perspective also provide fertile ground where these viewpoints can meet (Horváth & Juhász, 2016). This means that more traditional ways of developing young people must suit a very different type than those garnered from old traditional lines by leaders to capture Gen Z's growing leadership capabilities. The literature lacks any attempt at outputting Gen Z into established leadership training programs of study so that they or their followers can take on a completely different role (Deloitte, 2020).

Meanwhile, while the potential of Gen Z leaders has been referred to in theory as a part of corporate assessment, there is no empirical research into their specific activities connected with ethical AI adoption and sustainable practices. AI technologies are relatively young, and the ethical elements involved in inheriting an AI empire remain unexplored, especially in cases where the older generation of leaders transmits them. Most existing literature views AI as a tool to improve startup efficiency. However, no research has measured Gen Z's ability to initiate and implement ethical AI practices (Jobin, Ienca, & Andorno, 2019).

Moreover, present training and development methods often cannot provide a complete system of digital literacy and ethical reasoning skills. This is vital for Gen Z leaders, who are created in a rapidly changing technological environment (Lloyd, 2021). This gap poses a substantial challenge to enterprises looking to prepare employees for the AI-driven future.

In conclusion, while literature has explored various aspects of Gen Z leaders' unique characteristics and potential, little is known about how they can best be integrated into organizations. Further research is needed to guide institutions as they negotiate this new leadership order, allowing Gen Z to lead the way for sustainable AI deployment and sustainability in business. Closing these gaps will be critical to companies aiming to build on this generation's potential in cultivating an ethical and accountable corporate landscape.

10.2.3 Insights on Generational Dimensions for Organizational Business Leadership Perspectives: An Emerging Perspective on Generation Z (Gen Z)

The question of integrating Gen Z into existing leadership frameworks remains a mystery. However, another study at Shenzhen University looks towards defining and multiplying the potential leadership qualities of Gen Z leaders (Khamis et al., 2017). Gen Z, a product of the digital age, is destined to challenge corporate culture as never before, demanding transparency, diversity, and accountability standards from any organization it deals with (Seemiller & Grace, 2016; Twenge & Campbell, 2018). This earlier generation striving for success does not go in for hierarchical work structures; instead, many Gen Z leaders feel more comfortable working as a team. With rising non-traditional business models such as freelancing on the internet and even leading cooperatives that offer themselves as providers (Bencsik, Horváth & Juhász, 2016), new leadership development approaches must be devised to accommodate these generational preferences. As a result, traditional industries have been slow to adapt, leaving scant literature on how Gen Z fits within established leadership frameworks.

However, although it has been posited theoretically that Gen Z has the leadership potential to rise, as Georgia Zhou puts it, is there empirical evidence? We cannot infer from available data that Gen Z drives ethical AI; merely proposing it makes no sense (Zhou, 2020). How do the existing tools affect operational AI? This article gives only a partial answer (Chen, 2019). Most existing literature considers AI to enhance organizational efficiency, but few papers study Gen Z's ability to steer ethical AI implementation (Jobin, Ienca, & Andorno, 2019).

However, the development has not had this overarching framework in many existing ways of developing talent. For example, it does not incorporate core competencies such as digital literacy and ethical reasoning. Preparation for Gen Z leadership in a technologically advanced world (Lloyd, 2021) typically ignores these critical areas for genuinely preparing future leaders. This gap poses serious challenges for companies contemplating an AI-driven digital transformation that should nurture a workforce capable of operating in a digital world.

Gen Z's expectations for a work-life balance and corporate social responsibility raise further demands on leadership structures designed for previous generations. Not meeting these expectations will decrease the engagement and retention of young talents. Gen Z workers value employment in organizations that embrace diversity, environmental sustainability, and fair compensation of their staff (Robinson & Stubberud, 2020). Organizations that make these values a part of their leadership framework will probably see their employees of the future stick around longer and feel more motivated in general.

Furthermore, for digital platforms and social media networks upon which Gen Z Leader Development relies, these tools provide unprecedented access to information and connectivity. They also bring new challenges into leadership training and mentorship areas. Unlike previous generations, who moved up through the ranks of large companies, Gen Z is the first generation growing up in the digital age (Prensky, 2010). Corporate literature has documented extensively how the younger generation, Gen Z, has an idealistic nature, ingenuity, and potential as leaders. However, research still needs to show how these Gen Zers might smoothly be integrated into a workplace or organization.

More research is needed to investigate what institutions can do with Gen Z's strengths as they work towards ethical AI adoption and business sustainability. Bridging these research gaps will be important to company transformation as it enters into new, responsible, transparent, and fair business models that can flourish under Gen Z leadership.

To sum up, post-2000 generations have great imagination, but there is still a considerable gap in how they can be effectively integrated into contemporary organizations. Research has

not determined how enterprises could utilize their strengths to promote responsible AI use and sustainable business strategy. Although it is widely recognized that post-2000 cohorts prioritize transparency, inclusion, and technological adaptability, we do not understand what form these values should take in leadership models.

10.3 Empowering Gen Z in a data driven world Enabling the Next Generation to Build Sustainable Success in Business and Beyond

10.3.1 Addressing the Problem: The Challenge of Integrating Gen Z into Leadership Frameworks

Generation Z is not only leaving its mark on the corporate industry as managers but also playing around with that power to get to work literally; their unique characteristics in the business world now leave one in no doubt. One aspect is their distinct generational identity. Even though some may just be finishing up at university, and others may also be completing high school and starting to enter society, they are already working as young people who hold different leadership positions from their forebears.

They seem to see the current domestic Gen Z generation, who style themselves after youth from the 1990s and first noughties, “to rub out” on conditions, tabula rasa as its motto, precisely, how they use efficient technology. They neither expect nor hope for structured leadership, nor can they help them grow up. Understanding their perspectives and accepting all kinds of impossibilities is crucial. Research summaries presented earlier share this perspective.

Gen Z advocates for diversity, transparency, and partnership-driven organizations rather than vertical structures, requiring a reassessment of leadership development strategies (Horváth, Bencsik et al., 2016; Juhász, 2016). However, industries have been slow to adapt, resulting in a considerable gap in understanding how to effectively incorporate this new generation into leadership positions (Deloitte, 2020). This poses a dilemma for enterprises striving to align their leadership approach with Gen Z’s anticipation and value system.

10.3.2 Leading in the Age of Artificial Intelligence

Integrating ethics, AI, and sustainability in modern business practice will take a new type of leader with the right skills; however, this is not an area for graduates, and few senior executives exist to take on such roles. Knowledge Gap: Lack of Research on Gen Z’s Role in Ethical AI and Sustainable Practices. Currently, there is substantial theoretical research but no empirical evidence on Gen Z’s leadership potential or involvement in implementing ethical AI technology and sustainable development.

Training Program Failures: Current training programs fail to equip young leaders with the necessary digital literacy and reasoning skills to navigate AI-driven workplaces profitably (Lloyd, 2021). Lack of Systematic Framework: The result is that there is no systematic framework available to organizations to develop Gen Z leaders who can meet these challenges and lead in a nanotechnology era.

Companies today need leaders who can generate a completely new model to supervise behaviour, such as job-holding-own balance, societal responsibility, and digital cooperation (Robinson & Stubberud, 2020). If entry-level employees are not given opportunities, they will

seek better prospects elsewhere. To retain and support Gen Z leaders, a company must create technology-driven adaptive workplaces that support ethical AI deployment and sustainable business practices.

10.3.3 Case Studies: Generation Z in Bahrain's Business Landscape

Zain Bahrain: Leading with Ethical Commitment and Sustainability

Zain Bahrain, a primary telecom provider, is an example of a company firmly committed to Corporate Social Responsibility (CSR) and environmental protection. This underpinned business ethos not only resonates with Zain Bahrain's ethical business practices but also fits in well with Gen Z's core values. In addition to delivering quality telecommunications services, the company also makes an effort in other areas. Their work includes cutting carbon emissions, supporting local community programs, and promoting responsible use of digital tools.

Gulf International Bank (GIB): Sustainability at the Heart of Business Operations

Gulf International Bank (GIB) has made sustainability an integral part of its operations. This fits in with its long-term strategy to incorporate principles of environmental responsibility and AI ethics into financial services. GIB's emphasis on finance for green policies, sustainable investments, and socially responsible banking aligns with a general trend toward harmonizing sustainability with business practices. It is a forward-looking approach with much to recommend to cultured and forward-thinking Gen Z, which has an abiding concern for ecological issues.

Bahrain Petroleum Company (Bapco) Transitioning to Ethical Business Model Bahrain

Petroleum Company (Bapco) has made a significant move toward integrating Corporate Social Responsibility (CSR) with its commercial operations. This shift supports the company's commitment to environmental protection and meets a call for ethical business practices within energy areas. Given that Gen Z is such a strong advocate for corporate responsibility, Bapco's new business model comfortably marks it out as a leader in clean energy and ethically oriented business operations.

10.3.4 Leading in the Era of AI

How to Bring the Next Generation of Business Gen Z into AI-Driven Environments for Leaders? Artificial Intelligence (AI) is taking over the business world, bringing with it not only new prospects but also ethical dilemmas. However, for a generation that has grown up in the digital era, Gen Z, AI is a good area to make innovation happen and take leadership. For them, mobile technologies, social media, and digital tools are as every day as things come—so they are a powerful force in AI-driven business environments. Their specific perspective, of course, helps ensure the ethical integration of AI so that technology does indeed benefit companies and society at large.

Financial Innovation and Leaders Coming Next-Bahrain

Bahrain's FinTech is a veritable melting pot of innovation with a special emphasis on

integrating Gen Z leadership. The progressive direction taken by the Bahraini government toward FinTech, alongside a supportive startup ecosystem, has spawned the next generation of young leaders to grow up in Bahrain.

In Bahrain's financial sector, companies use AI to improve financial services, secure them better, and increase the efficiency of transactions. Thanks to the area's technological expertise, Gen Z will be the ones to take over developing these creative financial solutions while acting in a civil and socially responsible way.

The Financial Technology Boom in Bahrain and the Call of Gen Z

Bahrain has become a leader in the Middle Eastern financial world by its strategic location and forward-looking economic policies. The country boasts an extensive system of FinTech companies that features deep integration between AI and financial services. In the Kingdom of Bahrain, a variety of next-next financial service systems cater to younger people's needs. Whether you are dealing with Eazy Financial Services (Easypay) or The Benefit Company, these platforms promise a lucrative windfall for investors eager to explore the possibilities of AI.

The Role of AI in the Financial Sector

Integrating AI with Bahrain's Financial Technology landscape will change how financial transactions are carried out, improving efficiency through security and transparency. As this shift gains pace, Gen Z is being trained to use AI-based financial tools socially responsibly. Education programs and workshops aim to equip young people with technical skills and register financial management ethics among them. So, they realize how essential data privacy, fairness, and transparency are in all digital interactions.

Empowering Gen Z for Tomorrow's Workforce

As Generation Z joins the workforce, companies must adjust their strategies to meet their needs. The arrival of this new generation brings its invigorating mix of skills and an intense desire for meaningful work that reflects personal values. Corporations must be nimble, providing new career paths that engender entrepreneurial spirit in Gen Z staff members and help them develop leadership qualities. The following chart shows crucial ways for companies to make Gen Z feel at home leading them:

Tactic	Description
Mentorship Programs	Connect Gen Z with experienced leaders to provide guidance and foster innovation.
Flexible Work Environments	Adapt work models to suit Gen Z's desire for flexibility and work-life balance.
Focus on Sustainability	Align business practices with environmental and social responsibility.
Promote Technological Fluency	Offer continuous training and exposure to the latest technologies.
Encourage Entrepreneurial Thinking	Foster a culture of innovation by giving Gen Z the freedom to experiment.

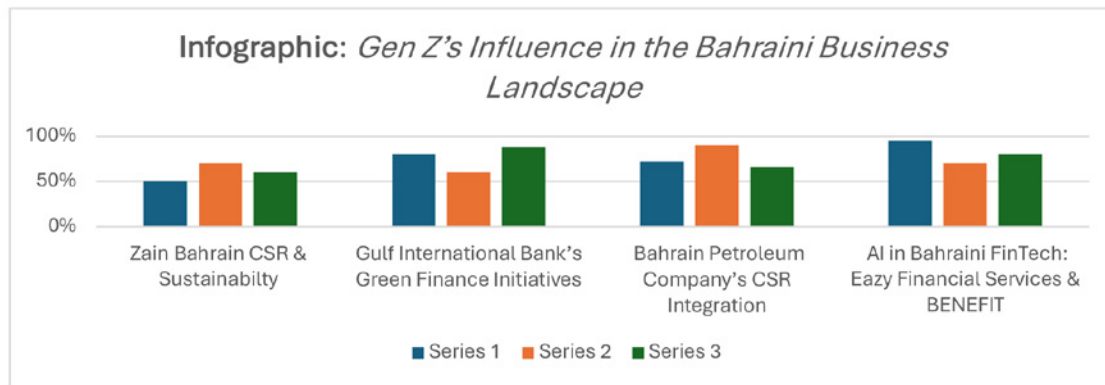
The following table outlines key tactics to empower Gen Z leaders, accompanied by relevant statistics and authentic references:

Tactics	Infographic Numbers and Rates	References
Establish AI Ethics Committees	- 86% of business leaders anticipate a significant shift towards predictive personalization, aligning with Gen Z's demand for ethical AI use. - Operation HOPE's AI Ethics Council includes diverse experts to guide ethical AI principles.	Twilio (2024); Operation HOPE (n.d.)
Encourage Intrapreneurship	- Record-breaking 5,481,437 new businesses were started in 2023, with Gen Z leading this entrepreneurial surge. - 50% of Gen Z aspire to start their own business.	Justworks (2023); Entrepreneur (2025)
Promote Ethical and Technical Literacy	- UNESCO's global standard on AI ethics emphasizes continuous education on ethical AI principles. - Over 40 recommendations by WHO guide appropriate AI use, highlighting the need for ongoing education.	UNESCO (2021); WHO (2024)
Rethink Leadership Structures	- 70% of Gen Z view middle management roles negatively, preferring agile and transparent leadership models. - Gen Z employees prioritize flexibility and purpose over traditional hierarchical structures.	Financial Times (2025); Entrepreneur (2025)

10.3.5 The Call to Action

As the financial landscape continues to evolve, Bahrain's Gen Z professionals have a crucial role to play. Their comfort with technology and commitment to social responsibility position them as the leaders of tomorrow in the FinTech industry and beyond.

The following infographic presents a comprehensive overview of key corporate initiatives in Bahrain, emphasizing a commitment to sustainability, corporate social responsibility (CSR), and technological innovation. It visually segments the efforts of different organizations spanning telecommunications, finance, petroleum, and FinTech, each aligning their strategic practices with both environmental sustainability and community welfare.



Another is a compendium of Bahrain's initiatives and their respective organizations. Again, the devils are beautiful iPad. This setup represents a shift of strategic practice in the industry from making money at others' expense to caring for the environment and social welfare (Davis, 2004).

Zain Bahrain's section lays out a robust CSR strategy. It encompasses carbon reduction targets that are among the highest in the industry, extensive sprouting-from-the-roots community services programs, and the promotion of digital health. These efforts protect the environment and enhance the welfare of the society to which they belong. This is consistent with a framework for CSR that sees companies attempt to balance making money and the general good (Carroll, 1999).

Infographics also show the weight GIB and its green finance carry. The bank's emphasis on sustainable investment products and environmentally friendly banking principles exemplifies a broader industry trend to incorporate environmental, social, and governance (ESG) criteria into its products. This approach reduces risks from ecological harm and attracts an ever-larger segment of socially conscious investors (Zh Erick Bown McDowell, 2019).

Bahrain Petroleum Company's CSR integration is reflected in its investment in renewable energy and community support policies. By injecting capital into renewable energy projects, the company aligns its operations with international trends toward decarbonization and sustainable energy production. Furthermore, their community support initiatives emphasize a two-pronged strong point: striving for operational efficiency while contributing to local socio-economic development, the epitome of global efforts to achieve a greener energy future (International Energy Agency, 2021).

The infographic goes on to study how AI revolutionizes Bahraini FinTech. Eazy Financial Services and BENEFIT best exemplify this shift. The use of AI-driven transaction security systems in their operations and attempts to include Gen Z consumers (typically a hard nut for fintech investors to crack) in the financial world both show how modern equipment can do better business and carry benefits such as improved protection measures. This whole harmonizes with trends in fintech innovation more generally, where AI technology is increasingly important to ensure efficiency, security, and inclusiveness (Arner, Barberis, & Buckley, 2016).

10.4 Innovations and Findings

10.4.1 The New Generation Z Governs AI Ethics and Leadership Models

Emphasizing technology that is wedded to ethics and inclusion (MindStick, 2025). For instance, members of this generation seek out transparency and observe a work-life balance. Such values are finding their way into the training programs at top business schools (MindStick, 2025). Similarly, young Gen Z leaders call for a democratic and all-inclusive AI governance model. They understand the political dimension of AI integration, requiring public opinion to play a role in every step of decision-making as long as it affects society (Landemore, 2024). Their approach reveals a more ethical, enduring, and comprehensive shift.

10.4.2 Results from Recent Surveys and Case Studies suggest that Generation Z is using AI Workplace

In a survey conducted by Google Workspace (2024), 93% of employees in this generation habitually use two or more AI applications every week. These people feverishly work with whatever tools they come across and use programs such as ChatGPT and DALL-E designed to enhance productivity and handle more complex tasks. However, with its broad introduction, there are worries about employment displacement, too. According to a survey conducted by Work Tango in 2018, as many as 59% of Gen Z and Millennials are haunted by fears that AI could mean such great job destruction that all jobs will have disappeared (WorkTango, 2024). These insights underline the twofold image of AI held among early career professionals: On the one hand, it is a tool that is efficacious in saving time and, on the other, a possible threat to job prospects.

10.4.3 Challenges and Possibilities in Gen Z Leading and Governing AI

As Generation Z joins leadership ranks in modern business organizations driven by AI, they face structural and ethical challenges requiring fresh solutions. One of the most critical issues is that traditional corporate configurations resist moving toward new shapes. Deep-rooted managerial structures, often with a chain of command and rule-bound bureaucracy, clash with the decentralized, transparent decision-making preferred by Gen Z (Bencsik, Horváth, & Juhász, 2016). Organizations that fail to change risk driving away the talented youth generation and missing Gen Z's power for ethical AI transition.

There is a second major challenge in AI literacy and ethics related to education. While Generation Z is born with a digital silver spoon, no routines for training artificial intelligence (AI) good governance ethics are accepted within corporate systems (Lloyd, 2021). Companies must close this educational gap by giving every leader AI ethical instruction as part of the curriculum, creating an environment where study never stops.

There are also persistent concerns about AI bias and responsibility. AI systems can reinforce existing prejudices, widening divisions without a rigorous ethics oversight system. Minorities suffer most (Jobin, Ienca, & Andorno, 2019). Generation Z decision-makers must promote good artificial intelligence governance policies, prioritizing openness, fairness, and responsibility to ensure technology works equitably for all.

Moreover, Gen Z has an opportunity to rewrite ethics guidelines and create truly

sustainable businesses. Their commitment to social responsibility is a rare advantage as they plan on using AI to craft a business ethic in line with ESG principles: environmental, social, and corporate governance (Seemiller & Grace, 2016).

Another approach offers intrapreneurship and AI-powered innovation as a way forward. In an environment where Gen Z youth are always looking to apply new knowledge, today's business world is suited for projects that combine agile work with an experimental attitude toward solving problems (Francis & Hoefel, 2018). Organizations enabling Gen Z to shape ethical and AI strategic policies will promote creativity and create accessible, sustainable management models.

Finally, there is tremendous power in resolving AI-related difficulties by combining Gen Z's digital skills and know-how with the experience of senior executives. Businesses can create a stable, equitable governance structure for AI that treats technological knowledge and traditional wisdom equally important (Deloitte, 2020).

10.5 Conclusion

The findings in this chapter attest that Generation Z is transforming the traditional conventions of business leadership and serves as an unintended check on unethical artificial intelligence development in industry and corporate social responsibility. With their immersion into digital culture from childhood, Gen Z leaders have an exceptional point of view that insists on transparency, inclusivity, and social responsibility (Seemiller & Grace, 2016).

However, this group also encounters considerable obstacles: Inertia exists in traditional enterprises, and there is an absence of standardized courses dealing with AI ethics and governance (Deloitte, 2020). In response, business practices must follow Gen Z's values and encounter this growth process. It is not just a question of taste. In an AI-driven economy, this is a strategic necessity for any company that wants to keep up its market share.

Successful real-world instances, such as Google AI Principles and Microsoft AI for Good activities, are two cases of embedding ethical AI frameworks in corporate strategy to generate sustainable dividends over the long term (Smith, 2019). Such benchmarks underscore the necessity for companies to work with today's leaders and Gen Z managers in shaping policy on artificial intelligence if they are serious about responsible innovation and corporate accountability.

The article offers three strategic recommendations for corporate leadership to ensure that Gen Z leaders live up to their generation's potential. To promote these ideas, AI ethics education needs to be integrated into the corporate training curriculum. Young leaders must equip themselves with the expertise necessary to deal with multifaceted ethical situations (Lloyd, 2021).

If Gen Z is to implement its values of transparency and inclusion, then companies should re-examine their leadership styles. Organizations need to get models from the decentralization of power and democratic decision-making to meet the requirements of the current targets and forms of Gen Z (Francis & Hoefel, 2018).

Lastly, enterprises must develop intrapreneurship opportunities for Gen Z professionals. General Manager Zhang of Tencent noted that such people are the most likely to head a technology initiative with sustainability and social impact as its first concern. Indeed, the plans Amazon has made recently for some economic development list award-winning measures in these areas (Unilever, 2023; Tesla, 2022). In so doing, businesses can begin to train a new generation of technologically proficient, Z-oriented team members who understand technology

and are committed to ethical decision-making and sustainable corporate growth.

The theme of sustainability is currently the one with which businesses and managers are most concerned. Regarding leadership philosophy, Gen Z shows a strong commitment to sustainability. Their business standards are leading the trend for good governance and long-term environmental responsibility, paralleling an upward curve in public opinion (Xie, 2019). Unlike previous generations, Gen Z professionals consider CSR a given when they choose where to work. After all, they want a career where their work has a purpose, and the business can contribute to society's welfare (Twenge, 2020).

This shift is demonstrated by the number of companies introducing Environmental, Social and Governance (ESG) frameworks into their business practices. For example, Patagonia's pursuit of a sustainable approach is combined with Google's pledge to operate according to carbon neutrality principles (Patagonia, 2024; Google, 2023). Such companies are popular with young talent and enhance their image capital by demonstrating that they are committed to ethical AI usage and environmental sustainability.

For sustainability to remain at the heart of business transformation, organizations must incorporate these principles into leadership. One way to accomplish this is by starting cross-generational mentorship programs that let senior executives and Gen Z professionals exchange pointers back and forth (Deloitte, 2021). Such a model enables organizations to marry up technological expertise with the institutional experience born of years in business.

The result is that AI steering frameworks are both pioneering and fundamentally ethical. Companies should also invest in AI-powered equipment to support environmental sustainability, such as predictive energy efficiency analytics and blockchain general ledger entries on the supply chain (World Economic Forum, 2023). Such innovations will reduce the environmental footprint and harmonize with the moral outlook of a new wave of Gen Zers demanding socially responsible corporate conduct.

By cultivating an atmosphere of ethical AI application and sustainable leadership, businesses can show Gen Z professionals there is a place for them in these next steps toward corporate change. This generation is perfectly positioned to merge sustainable business practices with AI ethics. It ensures that machines serve humanity—not the reverse. Through precise training, a restructuring of effective leadership, and a commitment to responsible innovation, bodies can point the way forward past unity toward a more inclusive, open, and sustainable future.

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