iJRASET
International Journal For Research in Applied Science and Engineering Technology

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** V **Month of publication:** May 2025

DOI: https://doi.org/10.22214/ijraset.2025.70487

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue V May 2025- Available at www.ijraset.com

Impact of AI on Business Laws

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I. INTRODUCTION

Artificial Intelligence (AI) is no longer a futuristic concept—it has become an integral part of how modern businesses operate. From chatbots handling customer service to algorithms making real-time financial decisions, AI is transforming industries at an unprecedented pace. While this technology brings efficiency, innovation, and new business opportunities, it also challenges the existing legal frameworks that govern commercial activities.

Business laws were designed in an era that didn't anticipate machines making decisions or generating original content. As AI continues to evolve, it raises important legal questions: Who is responsible if an AI system makes a mistake? Can an AI create something that qualifies for copyright? Is it legal for AI to monitor employee performance? These are just a few of the pressing issues facing lawmakers, businesses, and regulators.

This paper explores how AI is reshaping the landscape of business law. It examines areas such as contract law, data protection, employment rights, intellectual property, and competition law, and analyses how legal systems around the world are adapting—or struggling to adapt—to this rapid technological shift. The goal is to understand not just the challenges AI presents, but also the legal opportunities it creates for more efficient, transparent, and fair business practices.

II. AI IN BUSINESS

Artificial Intelligence is playing an increasingly central role in how businesses operate, compete, and grow. At its core, AI refers to machines or software systems that can perform tasks that usually require human intelligence—such as understanding language, recognizing patterns, solving problems, or even making decisions. In the business world, AI is being used to streamline operations, enhance customer experiences, and unlock new levels of efficiency.

One of the most common applications of AI in business is automation. Companies use AI to handle repetitive tasks such as data entry, customer support, invoice processing, and even supply chain management. For example, AI-powered chatbots can respond to customer inquiries instantly, 24/7, reducing the need for large customer service teams. In manufacturing, robots equipped with AI are optimizing production lines, detecting defects, and improving quality control.

AI is also widely used in data analysis and decision-making. Businesses collect massive amounts of data, and AI systems can analyze this information faster and more accurately than any human could. This helps companies predict customer behavior, personalize marketing, manage risks, and make smarter investment decisions. In finance, for instance, AI is used to detect fraud, assess creditworthiness, and automate trading strategies. In retail, AI helps predict shopping trends, manage inventory, and offer personalized product recommendations. In healthcare, it's being used for diagnostic tools, patient monitoring, and drug development. Even in human resources, AI is screening job applications, identifying top candidates, and helping reduce bias—though this use comes with legal and ethical concerns. The rapid integration of AI into business processes offers clear benefits, but it also raises complex questions about accountability, transparency, and fairness. These questions are now at the heart of discussions about how business laws need to evolve to keep up with AI's growing influence.

III. IMPACT OF AI ON BUSINESS LAWS

Artificial Intelligence (AI) is transforming the business landscape in India, influencing everything from how companies contract and process data to how they manage intellectual property and comply with regulations. This rapid technological evolution poses significant challenges to the existing legal framework, much of which was designed without the complexities of AI in mind.

A. Contractual Relationships and Smart Contracts

AI-driven smart contracts are gaining traction in business transactions, particularly in fintech and supply chain sectors. However, under the Indian Contract Act, 1872, the validity of such contracts is unclear because they often lack human intention or consent. Moreover, the enforcement of contracts generated and executed by algorithms without human oversight raises questions about offer, acceptance, and capacity.

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B. *Intellectual Property Rights (IPR)*

The Indian Copyright Act, 1957 and Patents Act, 1970 do not explicitly recognize AI as a creator or inventor. Recent developments, such as the rejection of a patent application where AI (DABUS) was named as the inventor, reflect the rigidity of the current regime. This poses a significant issue in scenarios where AI systems autonomously create artistic or technical works without human intervention.

C. *Data Protection and Privacy*

AI systems rely heavily on large datasets for training and operation, often involving personal data. The Digital Personal Data Protection Act, 2023 seeks to regulate how businesses process such data. While it provides a foundational framework, it remains ambiguous on issues like profiling, automated decision-making, and the rights of data principals when AI is involved. As AI applications increase, especially in HR tech, marketing, and fintech, legal clarity on AI-driven data processing is urgently needed.

D. *Liability and Accountability*

AI systems, especially in autonomous decision-making (e.g., automated loan approvals, fraud detection), raise questions about liability. Under Indian tort law and the Consumer Protection Act, 2019, determining who is liable when an AI system causes harm—whether it's the developer, user, or deploying business—remains uncertain. There is no clear jurisprudence on how Indian courts would handle claims involving algorithmic errors or black-box decisions.

E. *Employment and Labor Law*

AI is increasingly being used in hiring and employee surveillance. Tools that screen candidates or monitor productivity may conflict with rights under the Industrial Disputes Act, 1947, and IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, especially where biased or opaque algorithms are used. Indian labor law has yet to catch up with the implications of algorithmic management.

F. *Competition Law and Market Power*

AI can be used to engage in anti-competitive behavior like algorithmic collusion or price-fixing. The Competition Commission of India (CCI) has begun exploring these concerns but there is no case law yet directly addressing AI-facilitated collusion. As dominant tech platforms continue to leverage AI for strategic advantage, regulatory oversight is expected to increase.

G. *Dispute Resolution and Legal Tech*

AI is also being used in Online Dispute Resolution (ODR) systems, especially in e-commerce and digital lending sectors. However, the Indian Evidence Act, 1872 and procedural laws do not fully recognize AI-generated evidence or decisions, and there is judicial skepticism about relying solely on AI, as seen in Christian Louboutin SAS v. The Shoe Boutique (2023), where the Delhi High Court emphasized human adjudication.

IV. REGULATORY RESPONSES AND LEGAL FRAMEWORKS

The rise of Artificial Intelligence (AI) in business operations has prompted countries worldwide to reconsider their existing legal frameworks, and India is no exception. AI technologies are rapidly being adopted across sectors such as finance, healthcare, e-commerce, logistics, and legal services. However, India does not currently have a comprehensive, standalone law to regulate AI. Instead, the regulatory response is scattered across various statutes, guidelines, and policy frameworks that indirectly govern AI-related activities. While these legal instruments attempt to address some of the challenges posed by AI, they are often sector-specific, reactive, or outdated, and there remains a pressing need for a unified and proactive legislative approach.

A. *Digital Personal Data Protection Act, 2023 (DPDP Act)*

The most significant and recent development in the Indian regulatory landscape is the enactment of the Digital Personal Data Protection Act, 2023 (DPDP Act). This legislation establishes a legal framework for the processing of personal data, and although it does not explicitly mention AI, it plays a crucial role in regulating AI systems that rely on personal data for decision-making and profiling. Key provisions of the DPDP Act include obtaining consent for data processing, safeguarding the rights of data principals, and imposing obligations on data fiduciaries. These provisions are particularly relevant in AI-driven business applications such as personalized advertising, automated loan processing, and algorithmic hiring.

However, the Act falls short of addressing AI-specific concerns such as explainability, bias, and auditability of AI algorithms, which are essential for ensuring transparency and accountability in automated decision-making systems.

B. Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021

Another foundational law is the Information Technology Act, 2000, supplemented by the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. These govern the conduct of digital businesses and intermediaries, including those using AI for content moderation or user engagement. For instance, platforms employing AI to filter harmful content must ensure due diligence and fairness. Section 43A of the IT Act imposes liability for failure to protect sensitive personal data, while Section 79 provides conditional immunity to intermediaries. However, these provisions are not tailored to the nuances of AI systems, such as determining accountability when automated tools act autonomously or produce discriminatory outcomes. Additionally, the legal language does not differentiate between AI-generated and human-generated actions, making enforcement complex in cases of algorithmic errors or biases.

C. The National Strategy for Artificial Intelligence (NITI Aayog, 2018)

India's policy think tank, NITI Aayog, released the National Strategy for Artificial Intelligence in 2018, positioning India as a global AI hub with the vision of "AI for All." The strategy emphasizes the need for inclusive and responsible AI development in sectors like healthcare, agriculture, education, and smart mobility. It also recommends regulatory sandboxes and AI research centers. While the document reflects a progressive mindset, it is non-binding and serves more as a guideline than a legal framework. The strategy lacks concrete legislative follow-through, and its recommendations have not yet been codified into law, limiting its impact on actual governance and enforcement of AI in the business sector.

D. Sectoral Guidelines

Various sector-specific regulators have issued limited guidance on AI deployment. In the financial sector, the Reserve Bank of India (RBI) and the Securities and Exchange Board of India (SEBI) have expressed concern about the use of AI in algorithmic trading, fraud detection, and credit assessment. The RBI has begun regulating digital lending platforms that use AI for automated loan decisions, requiring more transparency and consumer protection.

In the **healthcare sector**, the National Digital Health Mission (NDHM) promotes digital health records and AI-based diagnostics. However, there is no law defining liability if an AI system makes a misdiagnosis, leaving gaps in accountability and patient safety.

E. Draft Digital India Act (Proposed)

Looking forward, India is preparing to introduce a more modern and holistic statute in the form of the Digital India Act, which is intended to replace the outdated IT Act. As of 2025, this Act is in draft form and under public consultation. It is expected to address a wide array of digital challenges, including AI governance. Among its anticipated features are frameworks for categorizing AI systems by risk, provisions for algorithmic accountability, and penalties for misuse of AI technologies, such as deepfakes and misinformation. The Act could mark a significant turning point in Indian AI regulation, but its effectiveness will depend on timely implementation and cross-sectoral coordination.

F. Other Institutional Responses

Government agencies such as the Bureau of Indian Standards (BIS) and Telecom Regulatory Authority of India (TRAI) are engaging with the technical standardization and ethical aspects of AI. BIS is aligning Indian standards with global frameworks like ISO/IEC for AI systems, while TRAI is exploring the implications of AI in telecommunications and network regulation. The Ministry of Electronics and Information Technology (MeitY) is also actively working on AI innovation initiatives through its IndiaAI program, focusing on ethical AI, capacity building, and fostering public-private partnerships.

G. Legal Challenges Posed by AI in Business

Artificial Intelligence (AI) has emerged as a transformative force in Indian business, streamlining operations, enhancing decision-making, and enabling cost efficiencies. However, this rapid integration of AI into commercial processes has exposed significant legal and regulatory gaps. As businesses increasingly rely on automated systems for functions ranging from data analytics to customer service, India faces complex legal challenges that require urgent attention from lawmakers, regulators, and the judiciary.

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Volume 13 Issue V May 2025- Available at www.ijraset.com

H. Ambiguity in Legal Personality and Liability

One of the most fundamental legal challenges posed by AI in business is the question of liability. AI systems, particularly those using machine learning, can make decisions without direct human intervention. This raises concerns about accountability when errors occur—such as biased loan decisions, discriminatory hiring outcomes, or defective AI-enabled products. Under current Indian law, particularly tort law and the Consumer Protection Act, 2019, liability is based on human or corporate negligence. However, the law is silent on assigning blame when the harm is caused by an autonomous AI system. This legal vacuum creates uncertainty for businesses that deploy AI and for consumers seeking redressal.

For instance, if an AI-powered health diagnostic tool misdiagnoses a patient, it is unclear whether the developer, deploying company, or end user is responsible. This problem is compounded by the "black box" nature of many AI systems, where even developers may not fully understand how decisions are made, making it difficult to establish fault or causation in legal proceedings.

I. Gaps in Intellectual Property Law

The integration of AI in content creation, product design, and innovation presents new challenges under India's Intellectual Property (IP) laws. The Patents Act, 1970 and Copyright Act, 1957 require human authorship or inventorship for legal recognition and protection. However, AI is now capable of generating original text, music, designs, and even technical inventions. Indian IP law currently does not recognize AI as an inventor or author, as illustrated in the DABUS patent case, where the Indian Patent Office rejected an application that listed an AI as the sole inventor.

This legal stance creates uncertainty for businesses that invest heavily in AI-driven innovation. If AI-generated inventions are not eligible for patent protection, companies may struggle to secure exclusive rights to their creations, potentially stifling innovation. Moreover, there is ambiguity around ownership: if an AI-generated work is created, who owns it—the developer, the user, or the entity deploying it?

J. Data Privacy and Ethical Concerns

AI systems in business are highly data-dependent, often relying on large volumes of personal and sensitive data. The Digital Personal Data Protection Act, 2023 marks a significant step toward protecting individual privacy, but it lacks specific provisions addressing AI-driven data processing, profiling, or algorithmic decision-making. For example, businesses using AI to analyze consumer behavior or creditworthiness might do so in ways that are opaque or discriminatory, yet legally permissible due to the absence of AI-specific obligations such as algorithmic transparency or fairness audits.

Furthermore, there are no clear guidelines on how businesses should manage data used for training AI models, especially when such data includes personally identifiable information. This creates compliance risks and exposes companies to potential litigation or regulatory action in cases of data misuse or breaches.

K. Employment Law and Algorithmic Management

AI's growing role in recruitment, employee surveillance, and productivity tracking raises serious questions under Indian labor and employment laws. AI-powered hiring tools may inadvertently reflect biases based on gender, caste, or region, leading to discriminatory practices that violate the Equal Remuneration Act, 1976 and other anti-discrimination provisions. Similarly, the use of AI in monitoring employee performance could breach workers' privacy rights under Article 21 of the Constitution, especially in the absence of explicit consent or safeguards.

Despite these concerns, Indian labor laws have not yet been updated to address the impact of AI on employment practices. As businesses adopt algorithmic management to drive efficiency, employees may be left vulnerable to unfair treatment, lack of transparency, and limited avenues for contesting decisions made by machines.

L. Antitrust and Market Concentration Issues

AI can facilitate anti-competitive practices such as algorithmic price-fixing, where competitors use similar AI systems to adjust prices in real time without explicit collusion. The Competition Commission of India (CCI) has expressed awareness of such risks, especially in the digital and e-commerce sectors. However, there is limited case law or guidance on how traditional antitrust doctrines apply to AI behavior. Additionally, dominant tech companies leveraging AI to consolidate market power pose regulatory challenges, as enforcement agencies struggle to keep pace with fast-evolving technologies.

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V. CASE LAWS

A. Anil Kapoor v. Various Defendants (2024)

- Issue: Unauthorized use of a celebrity's likeness through AI technology.
- Outcome: The Delhi High Court prohibited defendants from exploiting Anil Kapoor's name, likeness, voice, or other personal attributes for commercial gain without consent.
- Significance: This case sets a precedent for protecting personality rights in the digital age, particularly concerning AI-generated content.

B. Christian Louboutin SAS & Anr. v. M/s The Shoe Boutique – Shutiq (2023)

- Issue: Admissibility of AI-generated data as evidence in court proceedings.
- Outcome: The Delhi High Court emphasized that, in its current state, AI cannot replace human intelligence in adjudication processes, and AI-generated responses cannot serve as the sole basis for legal decisions.
- Significance: This case addresses the evolving role of AI in legal proceedings and the importance of human oversight.

C. Mohan Lal v. State of Uttar Pradesh (2022)

- Issue: Liability for medical misdiagnoses by AI systems.
- Outcome: The court examined whether liability lies with the AI system developer, the device manufacturer, or the healthcare provider when an AI system fails to provide an accurate diagnosis.
- Significance: This case highlights the need for clear legal frameworks to address accountability in AI-driven healthcare applications.

VI. FUTURE OUTLOOK ON AI IN BUSINESS AND LAW

In the coming years, AI is expected to become deeply embedded in the core operations of Indian businesses—ranging from customer service bots and AI-powered supply chain systems to autonomous financial decision-making platforms. With advancements in generative AI, natural language processing, and predictive analytics, the boundaries between human and machine-generated actions will become increasingly blurred. This will create greater complexity in assigning responsibility, protecting intellectual property, and safeguarding privacy. Legally, India is moving toward modernization with initiatives like the upcoming Digital India Act, which is expected to replace the IT Act of 2000. The new legislation is likely to include provisions on AI accountability, ethical use, and misuse prevention (e.g., deepfakes, misinformation). Additionally, regulators like the Competition Commission of India (CCI), Reserve Bank of India (RBI), and Securities and Exchange Board of India (SEBI) are anticipated to issue more AI-specific directives to ensure fair competition, data governance, and consumer protection.

Judicial recognition of AI's role in legal processes is also expected to grow. Indian courts may increasingly rely on AI-assisted tools for research and case management, though the emphasis will remain on human oversight and judicial discretion. As case law develops, especially around tort liability, employment discrimination, and IP rights involving AI, legal principles will gradually be refined to better address the challenges posed by emerging technologies.

VII. RECOMMENDATIONS

To prepare for this future and address current legal gaps, the following recommendations are proposed:

1) Enact a Dedicated AI Legislation: India should introduce a comprehensive AI law that addresses issues such as algorithmic accountability, transparency, and risk-based regulation. Such a law should define high-risk AI systems and impose stricter obligations on businesses using them.

2) Update Existing Laws: Core statutes like the Indian Contract Act, Patents Act, and Copyright Act should be amended to include provisions for AI-generated works, smart contracts, and non-human actors in legal processes.

3) Establish an AI Regulatory Authority: A centralized, multidisciplinary regulatory body should be created to oversee AI applications across sectors, harmonize policies, and ensure ethical deployment of AI.

4) Mandate Algorithmic Transparency and Audits: Businesses using AI should be legally required to maintain transparency in their algorithms, especially in sensitive areas like finance, employment, and healthcare. Regular audits should be conducted to prevent discrimination and bias.

5) Strengthen Data Protection Laws: The DPDP Act should be expanded to include AI-specific provisions, especially around profiling, automated decision-making, and consent in AI-driven environments.

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ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue V May 2025- Available at www.ijraset.com

6) Promote AI Ethics and Legal Education: Law schools, bar councils, and judicial academies should incorporate AI ethics and law into their curricula to build a generation of legal professionals equipped to deal with technology-driven legal issues.

VIII. CONCLUSION

The rapid adoption of Artificial Intelligence (AI) in the Indian business landscape is fundamentally altering how companies operate, make decisions, and interact with consumers. While AI offers significant benefits in terms of efficiency, cost reduction, and innovation, it also presents serious legal and regulatory challenges. India's existing legal framework—largely built around human actors and traditional modes of commerce—is struggling to adapt to the complexities introduced by AI-driven systems.

One of the core legal issues is the question of accountability and liability. Indian tort and consumer protection laws do not currently account for harms caused by autonomous AI systems. When an AI makes an erroneous or biased decision—such as rejecting a loan application or making a faulty medical diagnosis—it is unclear who should be held responsible: the developer, the business using the AI, or the AI system itself. This lack of legal clarity increases risk for both businesses and consumers.

Intellectual property law presents another challenge. AI is now capable of generating creative and technical outputs, but Indian copyright and patent laws require human authorship or inventorship. This limits protection for AI-generated innovations, discouraging investment in AI-driven R&D and creating uncertainty over ownership rights.

In the area of data privacy, AI systems often rely on personal data to function effectively. While the Digital Personal Data Protection Act, 2023, introduces some safeguards, it does not yet directly regulate AI-specific risks like profiling or automated decision-making. Without clear rules on algorithmic transparency and fairness, businesses risk breaching ethical and legal boundaries.

Additionally, the use of AI in employment—from hiring algorithms to performance monitoring tools—raises concerns about discrimination and fairness. Indian labor laws have not yet caught up with these developments, leaving workers vulnerable to opaque and potentially biased decision-making processes.

Despite these challenges, India is beginning to respond through policy and legislative initiatives. The proposed Digital India Act and regulatory efforts by bodies like NITI Aayog, RBI, and SEBI indicate a shift toward more adaptive governance. However, these efforts remain fragmented.

In conclusion, India must develop a comprehensive and future-ready legal framework that addresses the unique challenges posed by AI. Balancing innovation with accountability, and business growth with ethical safeguards, will be essential to ensuring that AI supports an inclusive, transparent, and sustainable digital economy.

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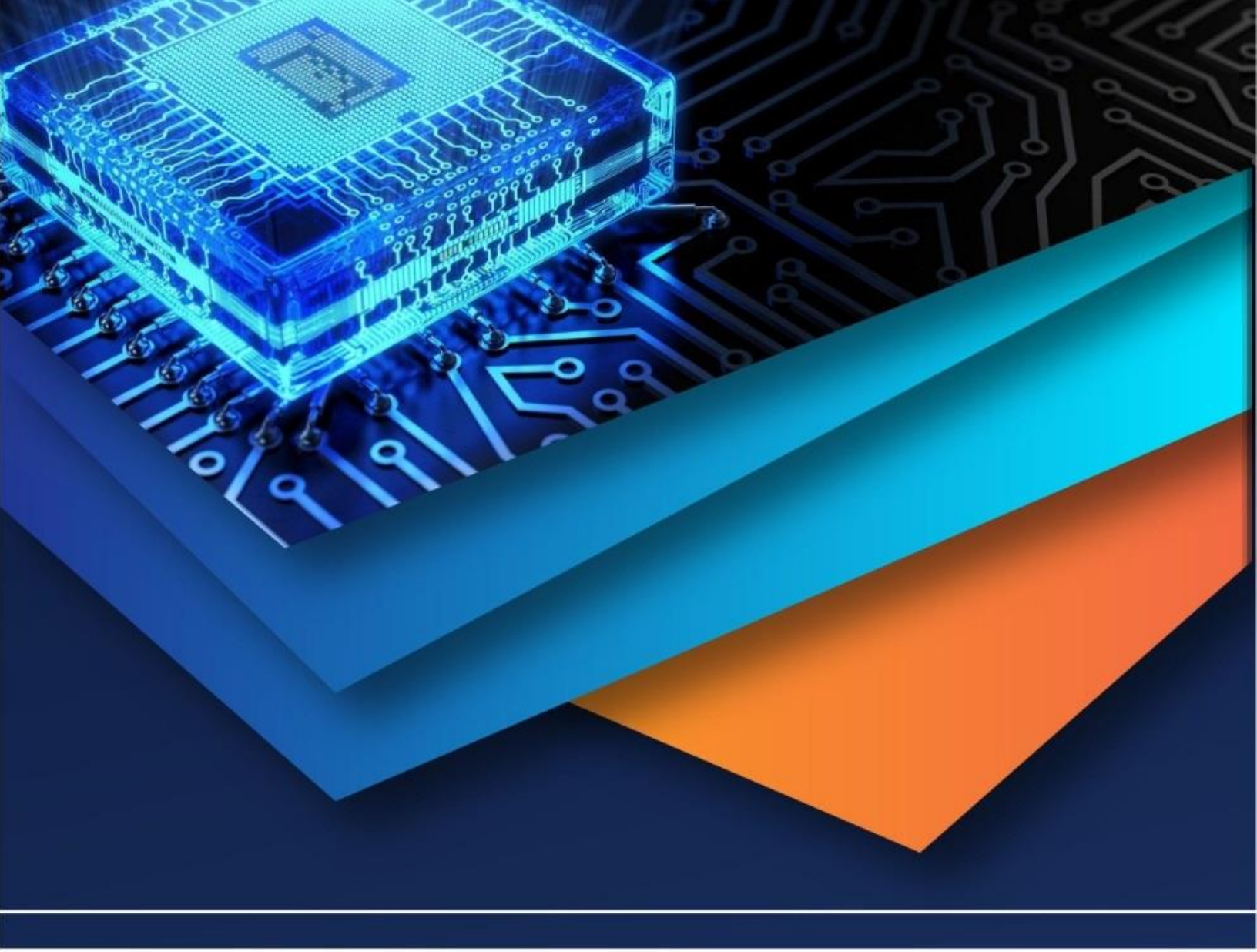

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