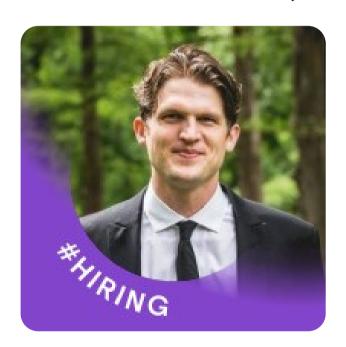# SCALE CONFERENCE

Integrating AI in Creative Entrepreneurship: Ethical, Legal, and Future Implications

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This session is specifically tailored for student creatives and artists aspiring to harness generative artificial intelligence (GAI) in their entrepreneurial pursuits. The session aims to illuminate the multifaceted ways in which AI can be synergized with creative endeavors, addressing the critical aspects of ethical usage, legal frameworks, and future implications of AI integration in the arts.