

The interaction between AI and Finance

www.kolta.net/CBFA



Benjamin Devan, PhD
Ethics and Organizational Behavior
School of Education and Behavioral Studies
Palm Beach Atlantic University



Michael Kolta, PhD
Associate Professor of Computer
Science
Palm Beach Atlantic University
www.kolta.net



Scott Pearson, PhD
Associate Professor of Finance
Palm Beach Atlantic University

Abstract: The interaction between artificial intelligence (AI) and finance is enormous. This includes the use of AI for stock trading, financial planning, the replacement of human workers, and more. Conversely, the funding of AI has had a huge impact on the success of the major players in the AI space. This panel will dispel some common misconceptions and discuss some of the most challenging issues related to the ethical use and development of AIs in finance and how that impacts capital markets, both on a macro and micro level.

Panel Contributors

Benjamin B. DeVan, PhD: Associate Professor of Ethics and Organizational Behavior

Palm Beach Atlantic University

Devan is the Associate Professor of Ethics and Organizational Behavior at Palm Beach Atlantic University. Dr. DeVan's research synthesizes Asian philosophies, Atheist-Christian-Jewish-Muslim relations, biblical ethics, comparative theology, competing visions for the future, deep-level diversity, and resilience. He has been a delegate or speaker at conferences, courses, or presentations at Duke, Harvard, Massachusetts Institute of Technology (MIT), the American Jewish Committee (Washington, DC), InterVarsity Christian Fellowship, and more. His scholarship ranges across African Christians and Islam, AI, Angels, and Astrobiology, Corrie ten Boom's *The Hiding Place* as a model for interreligious cooperation, Ethics in Genesis, Faithful Leadership in India's Ramayana epic, the "Golden Rule" in Amazon's Emmy-award winning dystopia *Fallout*, Martin Luther King, Jr. on leadership, and two articles in *The Oxford Encyclopedia of Islam and Women*. Dr. DeVan also teaches in the Frederick M. Supper Honor

Program, PBA Lead, and previously in Humanities, Ministry, Philosophy, and Psychology. He is married to Kartini, who works in international tax. They have two children.

Degrees

PhD in Ethics and Theology, University of Durham (UK) | MTh in Theology, Harvard Divinity School | MDiv in Divinity, Duke University | BS in Interdisciplinary Studies, Berry College

Michael Kolta, PhD: Associate Professor of Computer Science

Palm Beach Atlantic University

Kolta's Master's project and his doctoral dissertation are centered around AI. In his interdisciplinary, patented work, Kolta has devised a unique search engine for music that is not based on traditional text queries but is instead based on melody. Kolta has taught computer science at the college level for 26 years. His concern for the ethical issues in software and AI has led to the release of his book "Christian Ethics in Computers, Software, and Artificial Intelligence" in January of 2025. This book provides a framework to equip students and professionals for the many ethical challenges that lie ahead in software and AI. Educators may request a free evaluation copy from Kendall Hunt Publishing Company here:

<https://tinyurl.com/yx9fe266>. For more information about Kolta's book and his other endeavors, please visit Kolta.net.

Degrees

PhD in Computer Science, State University of New York at Albany | MS in Computer Science, State University of New York at Albany | BS in Industrial Engineering, Rensselaer Polytechnic Institute

Scott Pearson, PhD: Associate Professor of Finance

Palm Beach Atlantic University

Pearson became Director of the Center for Financial Literacy at Palm Beach Atlantic University in July 2025. Dr. Pearson is Associate Professor of Finance at Palm Beach Atlantic University. He previously served as Director of PBA's MBA Program.

Dr. Pearson is a Certified Christian Financial Counselor. He also has worked as credit counselor with the non-profit Consumer Credit Counseling Service of Tampa Bay, and has earned credentials as a housing counselor. He has worked in investment management for over thirty years, and serves as President and Chief Investment Officer of Pearson Asset Management, a Registered Investment Advisor.

Degrees

PhD in Agricultural, Environmental, and Developmental Economics, Ohio State University | MA in Economics, Ohio State University | MBA in Business Administration, University of South Florida | BA in Human Relations, Samford University

Moderator questions:

Introduction of the Panel & Principal Questions

This Panel will discuss the following larger questions in the context of their research and engage in dialogue and further discussion with the audience.

Q1: What aspects of finances seem most challenging regarding the integration and use of AIs as a part of the developmental process?

Q2: Why is interdisciplinary collaboration so important in AI design, development and implementation?

Q3: How does the use of AI differ between the corporate finance side and the investment side?

Q4: What experience have investment professionals seen in the successes and failures of AI?

Q5: What implications would the broad use of AI have on the faith-based investing model?

Q6: What is most concerning regarding our financial well-being and the exponential increase in the use and integration of AIs?

The interaction between AI and Finance

The interactions between AI and finance are vast. For example, it is estimated that 60 – 70 percent of stock trades are conducted by automated algorithms (Goehmann, 2025) and numbers higher than this are often flippantly used in conversation. However, despite what many seem to believe, an algorithmically controlled or automated trade is not necessarily an AI initiated trade. Therefore, the percentage of trades that are carried out by AI is unknown and estimated to be quite low, probably less than 10%. There is a plethora of companies that offer automated trading software, but which of them actually use AI and to what extent is unclear. To be considered AI in this context, it must employ machine learning, must be predictive, and come up with its own rules for trades based on what it “learns”. This is more sophisticated than non-AI algorithmic trading rules that only act when a specific event has happened, such waiting for a particular price to buy or sell at a limit. One level up from this, many mainstream investment firms offer robo-advisors that automatically trade, typically from a limited selection of Mutual Funds or ETFs (Electronically Traded Funds) that were chosen by humans, but still do not typically use AI (Fidelity, Schwab, Vanguard). On a similar vein, there are many independent companies that offer software-based trading algorithms that claim to be able to beat the market and charge for the use of these products, some of which employ AI. One major difference between these products and the previously mentioned robo-advisors is that these are not restricted to a short list of investments and therefore are allowed to learn about, buy, and sell nearly anything on the market. Finally, one can use AI as a financial planner, asking it to create a budget and a complete, customized investment portfolio for the user. Many generative AI agents (ChatGPT, Claude, Gemini, etc.) will do any of these tasks, from the algorithmic trading of a single stock up to complete financial planning, but whether they do it well is up for debate.

Many even warn against using it as your only financial planner (Google Gemini). One concern is that most of these systems are not transparent, meaning that the user is not told how the AI comes to its conclusions. This is concerning, and transparency in AI has been called for by many researchers in the field (Kolta, 2025). That said, using generative AI for just the budgeting aspect of financial planning seems to have promise (Pak, 2026).

It is no secret that there have been significant layoffs in the tech and finance sectors largely due to AI (Haunhorst, 2026). While these losses are real, especially for entry-level positions, there are two other pieces to the story. One is that some companies have regretted the layoffs after realizing that AI could not do everything and are trying to hire some of those workers back (Lee, 2026). The bigger story seems to be that the jobs are changing instead of disappearing (Emerson et al., 2026). For example, relatively new roles such “AI Automation Engineer” and “AI Governance and Compliance Manager” are in demand and are quite lucrative careers (Paulise, 2026). Using a growth mindset, Ikea has apparently successfully used AI to grow revenue without layoffs (Davis, 2026). This has been the stance of AI researchers for decades – that AI may cause some jobs to disappear, but it will also create new jobs that are perhaps more interesting and lucrative (Russell & Norvig, 2020). These changes will require the workforce to learn new skills to stay relevant, and will require management to think differently about how to use their workforce.

Copyright infringement is a major concern with AI. In one prominent example, “The Times sued OpenAI in late 2023, accusing the company of infringing on its copyrights by using its materials to train ChatGPT and other technologies” (Metz, 2026). Since then, other companies have filed suit against OpenAI with similar allegations. Most of these cases are

ongoing. There are no easy solutions here, but one might be to offer a new subscription tier specifically for AI as Kolta suggested in 2024 (Kolta, 2024).

The financial backing of AI companies is particularly fascinating, with perhaps the most perplexing being that of OpenAI. It was started as a non-profit research lab by Sam Altman, Elon Musk, and a few other prominent entrepreneurs (Sigalos, 2025). While ChatGPT, OpenAI's premiere product, started as a free offering in 2022, it is common knowledge that while free tiers are still available, paid tiers are also available for many generative AI products. Sam Altman was recently quoted as saying "We see a future where intelligence is a utility like electricity or water and people buy it from us on a meter and use it for whatever they want to use it for," (Spirlet, 2026). To add to the confusion, OpenAI's own website says "Our for-profit LLC, which has been under the nonprofit since 2019, will transition to a Public Benefit Corporation (PBC)—a purpose-driven company structure that has to consider the interests of both shareholders and the mission" (Altman, 2025). Meanwhile, the company's IPO has been called "the Most Anticipated IPO in History" and is projected to be worth \$1 trillion (Staunton, 2026).

Based on these and other developments, we aim to explore the use of AI in ways that benefit the financial landscape at both a macro and micro level. To that end, we call for, as many others have called more, the need for transparent AI. This applies to explanations of its logic when making recommendations, citing resources appropriately, and a transparent pricing structure both in terms of consumer use and the appropriation of the information used in its training models.

References

Altman, S. (2025, May 5). *Evolving OpenAI's structure*. OpenAI.

<https://openai.com/index/evolving-our-structure/>

Choi, J. H., & Xie, C. (2025, May 7). *Human + AI in accounting: Early evidence from the field: Working paper*. Stanford Graduate School of Business.

<https://www.gsb.stanford.edu/faculty-research/working-papers/human-ai-accounting-early-evidence-field>

Davis, S. (2026, June 23). *Instead of laying off 8,500 workers because of AI, Ikea used this radical leadership playbook to grow revenue*. Inc. <https://www.inc.com/stephanie-davis/layoffs-workers-ai-ikea-leadership-playbook-grow-revenue/91364108>

Emerson, G., Kropp, M., Bedard, J., Krayner, L., Romanov, V., Hsu, M., Sanchez Boedo, L., & Mohnot, D. (2026, April 3). *AI will reshape more jobs than it replaces*. Boston Consulting Group. <https://www.bcg.com/publications/2026/ai-will-reshape-more-jobs-than-it-replaces>

Fidelity. (n.d.). Fidelity go | robo advisor faqs | fidelity investments.

<https://www.fidelity.com/managed-accounts/fidelity-go/investment-account-faqs>

Google Gemini. (2026, July 14). [Response to the query "will Gemini do financial planning"]. <https://google.com>

Goehmann, M. (2025, September 23). The impact of AI on Stock Market Trading | LSE Research - LSE. <https://www.lse.ac.uk/research/research-for-the-world/ai-and-tech/ai-and-stock-market>

Haunhorst, P. (2026, July 1). *Finance and tech lose 28,000 jobs a month—AI leads the reasons.*

Yahoo Finance. <https://finance.yahoo.com/technology/ai/articles/finance-tech-lose-28-000-133000801.html>

IRS. (2026, February 10). 10.24.1 IRS policy for Artificial Intelligence (AI) governance | internal revenue service. https://www.irs.gov/irm/part10/irm_10-024-001r

Kolta, M. (2025). *Christian Ethics in Computers, Software, and Artificial Intelligence*. Dubuque, IA: Kendall Hunt Publishing Company.

Kolta, M. (2024, December 2). Intellectual fraud in the age of artificial intelligence. *The Quill*, (15). Palm Beach Atlantic University. <https://issuu.com/pba.edu/docs/the-quill-issue-no-15-2024>

Lee, J. (2026, July 1). *Employers who laid off workers for AI are reversing their decisions.*

CNBC. <https://www.cnn.com/2026/07/01/employers-who-laid-off-workers-for-ai-are-reversing-their-decisions.html>

Metz, C. (2026, July 9). *New York Times and other publishers ask court to penalize OpenAI.* The New York Times. <https://www.nytimes.com/2026/07/09/technology/new-york-times-openai.html>

Pak, T.-Y. (2026, March 26). *How individuals use generative AI for Personal Financial Management - Sciencedirect.* Journal of Behavioral and Experimental Finance. <https://www.sciencedirect.com/science/article/abs/pii/S2214635026000079>

Paulise, L. (2026, July 14). *Is AI replacing finance jobs or creating new ones?*. Forbes Magazine. <https://www.forbes.com/sites/lucianapaulise/article/will-ai-replace-finance-jobs/>

Russell, S. J., & Norvig, P. (2020). *Artificial intelligence: A modern approach* (4th ed.). Pearson.

Schwab. (n.d.). Automated investing | schwab intelligent portfolios | Charles Schwab.

<https://www.schwab.com/intelligent-portfolios>

Sigalos, M. (2025, December 11). *OpenAI began a decade ago as a nonprofit lab. Musk and*

Altman are now rivals. CNBC. [https://www.cnbc.com/2025/12/11/openai-began-decade-](https://www.cnbc.com/2025/12/11/openai-began-decade-ago-as-nonprofit-lab-musk-and-altman-now-rivals.html)

[ago-as-nonprofit-lab-musk-and-altman-now-rivals.html](https://www.cnbc.com/2025/12/11/openai-began-decade-ago-as-nonprofit-lab-musk-and-altman-now-rivals.html)

Spirlet, T. (2026, March 13). *Sam Altman says AI will eventually be sold like electricity and*

water—by companies like OpenAI. Business Insider.

<https://www.businessinsider.com/sam-altman-ai-utility-electricity-water-openai-2026-3>

Staunton, N. (2026, June 9). The \$1 trillion question: OpenAI files for the most anticipated IPO

in history. *European Business Magazine*. [https://europeanbusinessmagazine.com/openai-](https://europeanbusinessmagazine.com/openai-ipo-trillion-filing-2026/)

[ipo-trillion-filing-2026/](https://europeanbusinessmagazine.com/openai-ipo-trillion-filing-2026/)

Vanguard. (n.d.). Welcome to Digital advisor - vanguard. [https://digital-](https://digital-advisor.vanguard.com/welcome-get-started/)

[advisor.vanguard.com/welcome-get-started/](https://digital-advisor.vanguard.com/welcome-get-started/)