**Call for Papers**

**Trustworthy Generative Intelligence: Secure Decision-Making**

*International Conference on Electronic Commerce 2025*

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*Special Issue of Nankai Business Review International*

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**Background**

Trustworthy AI demands governance and regulatory compliance throughout the entire AI lifecycle, from conception to design, development, deployment, and machine learning operations (MLOps). It emphasizes elements such as fairness, transparency, security, privacy protection, and accountability, aiming to ensure that generated content is reliable, unbiased, and in line with human values. Developing trustworthy and responsible generative AI has become a consensus. Through strict governance frameworks and data management, trustworthy generative AI can effectively address challenges such as data privacy, model bias, and content authenticity, bringing positive impacts to society.

**Call for Papers**

Generative AI has profoundly reshaped the way we think and significantly enhanced our judgment and strategic decision-making efficiency in complex and uncertain environments. However, its decision-making process is subject to uncertainties and can be easily influenced by factors such as adversarial attacks and data contamination, leading to erroneous decisions. There is also a risk of malicious exploitation, which could potentially trigger serious security concerns. For example, with the adoption of Generative AI, content creation became incredibly swift and effortless. However, the authenticity of such content has become a significant issue in decision-making contexts. Content creation and recommendations generated by Generative AI often contain misinformation and disinformation. When misinformation is intermingled with accurate information, it becomes difficult to detect and can adversely affects management decision-making (Lyytinen & Grover, 2017). Further, the "black box" nature of Generative AI makes it extremely challenging to comprehend its decision-making process, which further affects their credibility in high-risk decision-making scenarios. Addressing these challenges is of paramount importance to ensure the responsible and secure deployment of Generative AI.

In this special issue, we aim to advance knowledge at the intersection of trustworthy and responsible Generative AI and secure decision-making by exploring innovative methodologies, practical applications, and theoretical insights. We seek interdisciplinary research that enhances the trustworthiness and security of Generative AI in decision-making processes. Papers may be considered as an extension of the *International Conference on Electronic Commerce (ICEC) 2025* in Tianjin, China. Potential topics of interest for this special issue include the following areas in general, **but not limited to:**

* Design of Secure Architectures for Generative AI
* Trust Metrics and Evaluation for Generative AI
* Risk Management in Generative AI for Decision-Making
* Legal and Compliance Frameworks for Secure Generative AI
* Accountability and Transparency in Generative AI Systems
* Bias Mitigation and Fairness in Generative AI
* Design of Adaptive Generative AI for Dynamic Environments
* Generative AI for strategic decision-making
* Challenges of Generative AI in smart decision-making

**Submission requirements:** For submissions in the special issue, authors should follow guidelines available on the journal home page at: <https://www.emeraldgrouppublishing.com/journal/nbri>

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