



Analyzing the Legal and Ethical Implications of Digital Technologies on Businesses in Cameroon as a Developing Country

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Abstract

The impact that modern digital technologies have brought to bear on human activity such as politics, education, the economy and businesses across the globe is so alarming. Top-notch and cutting-edge technologies such as robotics, the Internet of Things (IoT), machine learning, mobile phone technology, digital computers, camera surveillance, etc have had drastic changes on human culture, law, religion, work, etc, and have greatly up-sated the normal order of things in the society. It seems evident that societies not using these technologies are no longer competitive and seem to be left behind. However, the use of these technologies in business enterprises has been met with certain legal and ethical repercussions. Some of these legal nightmares range from intellectual property rights protection queries and privacy challenges to regulatory and compliance challenges. Meanwhile, the ethical dilemma fluctuates between dignity, conscience, right and wrong, addictions, etc. To have a proper apercu of these challenging issues, the doctrinal/bench method has been employed in a bit to explore relevant literature and necessary documents in this area. Data collected from this method has been carefully analyzed using the SWOT technique of data analysis which led to striking conclusions and key findings pointing to the fact that though there are enormous benefits of employing modern technologies in business enterprises, there are also enormous legal and ethical challenges. This paper then recommends a legislative and techno-social response to quickly curb some of these challenges lurking around the use of modern digital technologies in business enterprises.

Subject Areas

Digital law and Corporate Law

Keywords

Digital, Technology, Legal, Ethical, Business, Developing Country, Cameroon

1. Introduction

1.1. Research Structure

Introduction: This paper opens with an introduction that describes what technology is and some of the different types of technologies in the 21st century.

Research Problem: The article then continues by presenting the problem statement which stands as a hindrance to the smooth application of technology in developing countries. The problem statement points out that there are key legal and ethical challenges in the use of technology in developing countries.

Research Question: It is from the problem statement that the research question seeks to know to what extent the legal and ethical implications of digital technologies on businesses have been resolved.

Literature Review: Immediately after the research question, this research then reviews relevant literature that attempts to throw light on the extent of applicability of technology in developing countries and its legal and ethical implications.

Research methodology: After a review of the literature, this paper then goes on to indicate the methodology used to collect data. The doctrinal or bench method is used with secondary sources of data collection such as the internet and relevant documents and laws. The data collected is then analyzed through the SWOT analysis technique to indicate the strengths, weaknesses, opportunities and threats that the use of technology in developing countries will bring if the legal and ethical considerations are a priority.

Limitations and originality and conclusion: The paper then ends by presenting the limitations encountered and the elements of originality before ending up with a summary conclusion that summarizes the research and philosophically presents paper for scientific reflection.

1.2. Background to the Research

The myth of digitalization and the tales told of how technology will one day interact with humans have finally become a reality. Technology has greatly impacted nature in areas that were unthinkable. The introduction of mind-blowing techs such as Robotics, IoT, Machine Learning, Smart devices such as cameras, watches, phones, computers, etc has left the world in awe. These modern technologies have driven drastic changes in almost all facets of man's life and including society. Modern technology now has a great bearing on politics, election patterns and analysis, financial analysis, economic growth, social life, medicine, education; energy, religious beliefs, etc. In the 21st century, man can now properly interact with technology due to the help of AI and the reality of automation.

Many of these AI systems are no longer described as dreams but are now becoming a reality in Africa, though mainly driven by companies with roots in the global North. In addition to the big technology companies establishing operations in Africa, homegrown experts are increasingly establishing technology spaces similar to the US Silicon Valley and Silicon Wadi in Israel. These tech spaces and many African networks, local AI start-ups, and local stakeholders are fostering a growing ecosystem aimed at developing AI systems that are sensitive to African interests, concerns, and culture. [1] Most jobs done by man can efficiently be done by AI in seconds. The *Rubric law review* in its newsletter [2] indicated 10 common legal issues faced by businesses. These legal issues are intellectual property protection, data privacy and security, contracts and agreements, employment laws, licensing and compliance, E-commerce and online transactions, Regulatory compliance, international expansion considerations, competition issues and dispute resolution issues

The key focus of this background is to explore those business aspects that have cross paths with modern technology so as to weigh the implications that technology has come to bear on them. Basic analysis in this area will help this research paper to through light on concepts such as ethical and legal implications directly linked to the use of modern technology in the African economy. Africa's tech boom is often linked to Fintech, but the largest tech acquisition in the continent during the last years was AI-focused. [3] Indeed AI tech is growing across Africa, with over 2,400 companies specializing in AI, 41% of which are startups. Estimates indicate that the technology could contribute 1.2 billion dollars to the continent's GDP by 2030 [4] if it could only capture 10% of the fast-growing global AI market. This configuration has contributed to the emergence of an AI ecosystem in Africa [5] as indicated by AbdessalamJaldi.

Person *et al.* [6] In their article explain the notion of public trust in business which is the result of strengthening relationships between a business and its various stakeholders, including the public, trust can serve as a foundation for sustained organizational success [7] Similarly, the notion of public trust in business only receives more scrutiny when it has been violated by unethical corporate conduct. [8] One of these unethical corporate conduct is the type of technologies that giant corporations employ and their conditions of usage.

It is becoming increasingly accepted that the firms who design and implement technology have moral obligations to proactively address problematic assumptions behind, and outcomes of, new digital technologies. There are two general reasons why this responsibility rests with the firms that develop and commercialize digital technologies. First, in a nascent regulatory environment, the social costs and ethical problems associated with new technologies are not addressed through other institutions. We do not yet have agencies of oversight, independent methods of assessment, or third parties that can examine how new digital technologies are designed and applied. This may change, but in the interim, the non-ideal case of responsible technological development is internal restraint, not

external oversight. [9]

An obvious example of this is the numerous efforts put forth by large firms, such as Microsoft and Google, focused on developing principles or standards for the responsible use of artificial intelligence (AI). There are voices of skepticism that such industry efforts will genuinely focus on the public's interest; however, it is safe to say that the rate of technological development carries an expectation that firms responsible for innovation are also responsible for showing restraint and judgment in how technology is developed and applied [10].

A second reason that new technologies demand greater corporate responsibility is that technologies require attention to ethics during design, and design choices are largely governed by corporations. Design is the projection of how technology will work in use and includes assumptions as to which users and uses matter and which do not, and how the technology will be used as STS scholar Akrich notes "...A large part of the work of innovators is that of 'inscribing' this vision of (or prediction about) the world in the technical content of the new object" [11]

Digital technologies have also put into question some ethical considerations. It is easy to notice that technology creates addiction and distractions at all levels of Life. For example, games and social media products encourage users to seek the interaction's positive feedback to the point where their lives can be disrupted. Through addictive design patterns, technology firms create a vulnerable consumer [12]

Also, when watching football or an interesting movie online, marketers through AI automatically suggest ads to you based on your search history. This implies that users' privacy is in question. If AI can understand your location, age and sex based on your search history to be able to suggest content to you while online then the greater worry should be concerning the data that such intelligence has gathered. Can hackers not interfere with such data? Data aggregators can frequently gather enough information about consumers to infer their concerns and desires, and use that information to narrowly and accurately target ads. By pooling diverse information on consumer behavior, such as location data harvested from a phone and Internet browsing behavior tracked by data brokers, consumers can be targeted in ways that undermine individuals' ability to make a different decision.

A newer, interesting twist on this problem is that these tactics have been extended beyond marketing products into politics and the public sphere. Increasingly, social media and digital marketing platforms are being used to inform and sway debate in the public sphere. The Cambridge Analytica scandal is a well-known example of the use of marketing tactics, including consumer profiling and targeting based on social media data, to influence voters. Such tactics have serious implications for autonomy, because individuals' political choices can now be influenced as powerfully as their purchasing decisions. [13]

The human-technology entanglement—ranging from the use of mobile device-

es (such as the smartphone itself) to wearable technologies and digital platforms for daily tasks—contributes to an increase in more and more ethical issues.

2. Research Problem

A careful assessment of the business atmosphere and its intercourse with ICT has proven that in as much as there have been so many benefits from the relationship, there is still much that still needs to be done if not the presence of technology may end up of being a nightmare to many. A plethora of challenges and encumbrances currently plague this relationship with business evolution and modern technology evolution.

To begin ethical issues accruing from the introduction and use of modern technology in the business world especially in developing countries are alarming. For example, the use of cutting-edge automated technology such as AI seriously questions the place of human labour in business. This is critical because human labour is the source of job creation, family sustenance and job follow-up. It becomes discouraging when the job of the waiter in a restaurant or that of a simple gatekeeper is replaced by automated technologies that are capable of serving food to customers very fast or taking care of the gate without getting tired. What happens to the humans who previously occupied such jobs? This is true for the jobs of secretaries, wine tasters, cleaners, etc which are gradually being taken over by tech. Librarians' jobs and cinematography seem to be running out of business, the jobs of marketers and a lot more are being taken over by technology.

Secondly, the use of modern technology in business places and enterprises to replace human labour considerably questions the place of morals, conscience, rights, wrongs, senses and feelings which humans use to determine things and interact with each other easily. How can a machine which is just an artificial something understand all of these critical issues.

Thirdly, technology constantly employed in business dealings seems to be a blessed addendum but raises questions relating to data protection and privacy. Take for example, the use of camera surveillance systems, working from home through smartphones, signing in and out of work via digital signature, etc are all means of preserving people's personal data. With cyber criminals and data theft on the increase daily due to high gain in data or information trade, personal data stands at high risk of being tampered with. It poses as both an ethical issue and a legal issue because a developing country may lack the resources and expertise to track down and catch data miners.

Fourthly, the use of modern digital technologies such as AI, IoT, Machine learning, Robotics, etc also raises so many legal constraints. Imagine that an intelligent automated machine delivers food to a customer in a classic restaurant and the customer dies of food poisoning after consuming the food, who will be legally responsible or liable for such homicide? Will it be the bar owner, the inventor, the buyer, or the insurance company? Who will pay income tax? Is it the machine itself or someone on the behalf of the machine? Can the machine be

considered to have moral personality before even talking of establishing responsibility? Imagine an AI search engine like ChartGP, if it makes a mistake in sending research data, who will be held responsible?

As an addendum, the benefits derived from the use of modern technology in business and the dangers lurking in this use are like two sides of a continuum. *The Rubric law review* in its newsletter indicated 10 common legal issues faced by businesses. These legal issues are intellectual property protection, data privacy and security, contracts and agreements, employment laws, licensing and compliance, E-commerce and online transactions, Regulatory compliance, international expansion considerations, competition issues and dispute resolution issues. If one were to examine each of these legal issues as promised by the Rubric law review then such analysis will never end. Researchers, Policy makers and key stakeholders in the tech and business industries, the legal and political sphere must therefore act reasonably fast so as to bring clear-cutting solutions to these legal and ethical implications.

3. Research Question

To what extent have the legal and ethical implications of digital technologies on businesses been resolved?

4. Literature Review

According to this article, the author [14] presents some interesting data that helps picture the economic situation of AI in Africa. This data from PricewaterhouseCoopers AI sizing the price report estimated that by 2030, AI technologies could increase the global economy by 15.7 trillion dollars (14%), with increased productivity contributing about 6.6 trillion dollars and consumption side effects providing 9.1 trillion dollars. The PWC report also showed that although AI is at an early stage of development, and the AI markets in Europe, North America and China are more advanced than in other regions. To put this into perspective, the financial gains for the markets in Africa are estimated to be around 1.2 trillion, while for China it is about 7.0 trillion dollars, 3.7 trillion dollars for North America, and 1.8 trillion dollars for Northern Europe. These figures indicate that in Africa, AI development and deployment are still in the stages and face a number of challenges before AI can be a transformative force in the society. [15] This paper then proceeds to demonstrate why the top 5 economically developed countries In Africa owe their development to AI and good governance. The paper points out some opportunities that AI can bring to Africa such as health care, food security, energy, national security, cyber security, etc. The paper also presents certain economic limitations of AI before delving into the legal challenges that AI is currently facing in Africa both in the business and other sectors. Some of these legal challenges include but are not limited to data privacy, intellectual property protection, the question of defining virtual jurisdiction, cyber security concerns, etc. It is clear from Jaldi's article that Africa

currently faces a lot of economic and legal challenges with the use of AI. This research work on its path, will seek to contextualize the use of AI in Cameroon and also weigh its extents, so as to attempt a presentation on the exact position of AI in Cameroon today. This research work will also present the economic opportunities that Cameroon and other African countries will benefit from if they use AI often with other related modern cutting-edge technologies. At the end of this research, this paper will propose solutions that can mitigate both legal and economic challenges linked with the use of AI in Africa.

This paper presents Artificial intelligence as a solution to a developing economy like Cameroon. The article pushes through the idea that AI has been the cutting-edge technology behind the success of many first-world economies such as China, Japan, USA, Qatar, etc. The author then introduces the banks as the mainstream where AI has contributed greatly. This is made possible through advanced electronic banking, using advanced networks and complex algorithms which help automate almost the entire banking process. The author then shifts into the aim of the paper which is to examine AI's impact on banks in the central Africa economy. After comparing foreign data from developed countries and the World Bank to that of the banks in central Africa, the paper gradually comes to the conclusion that if AI is properly employed in Central Africa banks, there could be rise in efficiency in the banking sector, boosting industrialization, encouraging economic growth, reducing investment risks, compliance issues, fraud detection [16], etc. Be that as it may, this article is of great impetus to this research since AI constitutes one of the key technologies that will be discussed in this work. This paper will act as pacesetter in analyzing the ethical and legal impact of AI in the Cameroon business sector. However, this research will go further examine the reasons why technologies are at slow pace in Central Africa. This research work will combine the discussion to involve AI and other top-notch cutting-edge modern technologies such as IoT, Smart Phones, and Smart computers, Machine learning, etc. At the end, this research work will objectively determine the key factors necessary for the implementation, follow up and success of modern technologies in Cameroon and developing countries at large.

In an editorial that examines ethical issues involving the use of technology, the author [17] listed some technologies that are in use today such as biotechnology, blockchain, robotics, neurotechnology, artificial intelligence and machine learning which to him are responsible for the invention of diverse innovations in the business world and raises ethical concerns in relation to their usage. Some of these ethical issues involve the replacement of human jobs by artificial intelligence, the performance of human tasks using machine learning, the issues of privacy that come with the use of smartphones and other technological top-notch devices. The author then indicates that many jurisdictions are fine-tuning ways to define ethical principles that can limit the use of these technologies such that it won't defile privacy and protect human dignity. But then the problems still remain complex because most of these technologies are ubi-

quitous, opaque and very complicated to use. Such technologies affect its users and those around them. For example, the use of these technologies through social media can be generative, it can be combined, shared, sliced, and even remodeled without the consent and control of the users and manufacturers. It is obvious that such changes will raise ethical problems as concern users' privacy and data exposure, intellectual property issues, etc. Though Amarolinda Zanela review centers on the ethical issues raised due to digital transformation in the business world, this article seeks to combine this knowledge in other to search for possible ways through which enterprises can search for solutions on how to handle these complex technologies that cross paths with human interaction without causing inconvenience. This research will further examine the direct benefits and encumbrances that new technologies offer to the business industry and then propose clear ethical principles that can guide users against technological human rights abuse.

Mobile phones track us as we shop at stores and can infer where and when we vote. Algorithms based on commercial data allow firms to sell us products they assume we can afford and avoid showing us products they assume we cannot, drones watch our neighbors and deliver beverages to fishermen in the middle of a frozen lake. Autonomous vehicles will someday communicate with one another to minimize traffic congestion and thereby energy consumption. Technology has consequences, tests norms, changes what we do or are able to do, acts for us, and makes biased decisions. [18] To the author, the use of these technologies comes with its challenges, especially on human privacy, and financial and emotional stability. The use of technology can raise moral concerns, elevate and affect political issues, etc. It is the combination of all these technologies and their adverse effects that results in ethical concerns relating to the use of modern technology. The author in order to lay a solid claim on the ethical concerns that are associated with the use of technology examines issues such as technology and the scope of business ethics, technology as value-Laden, human autonomy and manipulation, the interface of business and technology ethics, how business ethics informs technology ethics, trust, how technology ethics informs business, value in design, technology and the future of employment, technology and governance, technology and trust, etc. [19] in as much as the tenets of this research aligns with K. Martin *et al.* discoveries, this article on its part will also seek to breach the gap between the use of modern technology among business enterprises, user discretion and human rights protection. This work will also contextualize the use of these modern technologies in Cameroon as a developing economy so as to suggest fine ways through which technology can be used as an asset in the business milieu without having to worry about ethical concerns.

This article explores the impact and the influence that doing business in an economy can have on human value when accompanied by modern technology. The article specifically outlines some key ethical considerations that come into question when using information and communication technology in a prosper-

ing business environment. The authors map out chapter 13 of their work to pay attention to these ethical aspects that come into play when business and technology interplay. In relation to the approaches to ethical issues in business and information, the paper explores aspects such as the concept of business, business ethics, shareholders and stakeholders, shared norms and values, corporate social responsibility, business ethics and computer ethics. At some point the paper also examines the micro-level influence of business on ethics and information where, key issues are raised such as the business value of information, the impact of business on privacy: employee surveillance, the ethical response to employee surveillance, the impact of business on intellectual property and the ethical response, globalization, digital divides and their ethical responses. [20] This paper is a key guide in the development of this research work taking into cognizance its direct implications on the topical issues in business ethics on enterprises and ethical concerns raised. This research, however, will also examine the value of these new technologies and illustrate these new technologies can form part of the solutions to many ethical concerns. Again, this article will also examine the role of some stakeholders who can better address ethical concerns that come with use of modern technologies. Some of these key stakeholders are but are not limited to the State, business syndicates, shareholders and key policymakers.

5. Research Methodology

The manner of research used in realizing this research work unfolded through three parameters: the indication of the methodology used, the technique used in analyzing the method and the findings discovered after using this method

5.1. Doctrinal/Bench Method

In other to properly determine the ethical and legal implications of modern technology, this research has employed the doctrinal or bench which constitutes the consultation of documents and relevant literature in this area. Documents such as books, articles, journals, newsletters and laws have been consulted and key information gathered which has greatly helped in the accomplishment of this research work. The internet which is a primordial medium of collecting data has also been very useful for the accomplishment of this work. Most of these documents have been a touch bearer into the way technology generally operates and behaves which is of great help in shaping this paper. Analyzing laws has also shown that there is a great gap between laws that regulate key economic, social and corporate aspects of society before the advent of digital technologies and the way technology has greatly evolved recently. In other to do a practical demonstration of the value of technology, various AI tools have been used to source out relevant data such as ChatGPT.

5.2. SWOT Analysis Technique

The information gathered from documents has been neatly analyzed by em-

plying the SWOT analysis technique represented on the chart below in **Figure 1**.

Interpretation of the SWOT Analysis Chart in Figure 1

This chart indicates that the legal and ethical implications of digital technologies on businesses in Cameroon as a developing country come with its own strengths but have also been marred with a certain number of weaknesses. However, there are a good number of opportunities that technology brings along but constantly faces a lot of threats if not properly regulated and ethically managed. This illustration shall be carefully analyzed in the subsequent paragraphs.

1) STRENGTHS involved in using digital technologies in business enterprises

1. Modern technology enhances efficiency and speed

In the fast-paced world of business, efficiency and productivity are the cornerstones of success. Companies that embrace technology are finding themselves at a distinct advantage, as it has the power to automate repetitive tasks, reduce manual errors, and accelerate processes. This newfound efficiency not only translates to cost savings but also propels businesses toward increased productivity and profitability. [21] The computer can perform complex tasks, simulations, calculations, etc a hundred times faster than the human brain can. When we talk of modern technology such as AI, IoT, Machine learning and ICT in general, it is created with different technological fusions and computer components that can easily adapt to human nature and perform tasks autonomously and faster. For example, an intelligent bottle can cock bottles in minutes but it will take 100 men at list hours to perform the same task. This efficiency is a welcome blessing in the business environment since time is the most important treasure in business. From manufacturing goods and services to production and distribution, digitalization makes it relatively easy and fast.

2. Modern technology guarantees mutability improves communication

Modern technology is built to adapt to change. Its autonomous and efficient nature enables it adapt to changes in the business environment, pricing, quality, quantity and nature of goods or services. It is easy to adjust modern computer systems to reprogram and master the new labeling of prices in a supermarket. Modern technology therefore is a strength because it keeps the company and business current no matter the changes that occur in the course of business. Modern

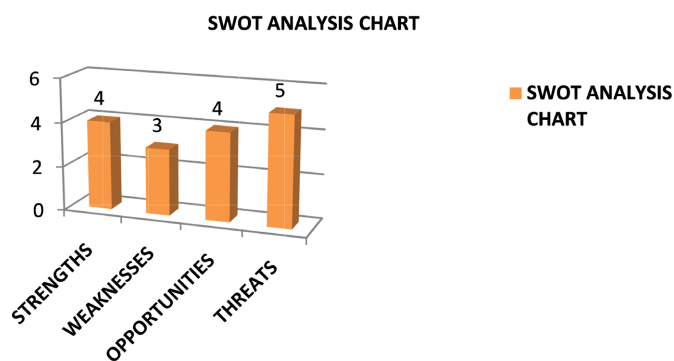


Figure 1. SWOT analysis chart.

automated technology can quickly assemble data in relation to increases or decreases in prices and furnish the enterprises with to be better prepared.

Again, it is easy to increase communication, through modern technology without having to spend money on logistics. A takes seconds to place a phone call, a video conference, online classes, book a passport, or plane tickets, book goods online and services, etc. ICT can help companies in decision making, improve collaboration and output by collecting data through different internet sites to help inform the business and ensure sound policy

Technology has revolutionized the way businesses communicate with their customers, and employees, by offering various communication channels to suit different preferences. Chatbots, for instance, can provide 24/7 customer support by answering frequently asked questions and directing customers to the appropriate resources. Furthermore, video conferencing tools like Zoom and Microsoft Teams have made it possible for businesses to hold virtual meetings, interviews, and training sessions without the need for physical presence. This not only saves time and money but also enables businesses to reach a wider audience regardless of geographical location. [22]

3. Modern technology helps enhance innovation, ensures competitive advantage

With the help of cutting-edge technology planted and used in business enterprises, it is safe to say innovation will improve and new discoveries set into play. With complex algorithms and programs created and installed in machines, it helps the machines to learn to connect with other machines, learn environmental and natural issues and can quickly provide solutions through invention or innovation which can greatly improve business growth in industries. It is also very logical that with high demand today, almost all businesses are seeking to gain a competitive advantage over another in terms of quality, quantity, time and delivery. All this is easy to achieve if such enterprises properly make use of modern technology.

AI innovation, an emerging concept, refers to innovation capabilities that incorporate AI technologies. In recent years, generative AI has garnered significant attention, emphasizing the need for a deeper understanding of its role in innovation. The importance of AI innovation is exemplified by its transformative impact on various industries and sectors. However, the ways in which AI influences factors related to Innovation Capability remain unclear. Additionally, ensuring ethical and socially responsible AI innovation is an underexplored area that demands further investigation. [23]

4. Modern technology improves Data analysis and ensures a reduction in cost.

Data can also be considered as all relevant information required by a person or an entity to make analysis and informed decisions. In the 21st century data is a source of power be it for business persons or for politicians etc. with the use of AI in the business milieu it is easy to gather large quantities of data, use complex tools to analyze them, and then guide corporations to define informed policy

that keeps them in competition.

The data that 20 employees can gather in 1 week can be gathered by AI in minutes. This is cost-saving because the money that should have been used for transportation and eating allowance, paperwork and documentation can now be diverted into other business aspects. Meetings that could have been attended in physical sites with all the expenditure involved in pulling logistics, human resources etc can now be overlooked since those same meetings can easily be held at once comfort and convenience online. Imagine the amount of money that a business corporation will use to secure flight, food and hotel reservation tickets for her workers to attend training abroad or in a distant location. Such formations can be held online at very little cost due to technological intervention. The combination of AI and data analytics allows data professionals to collect and interpret increasingly larger amounts of data faster and more efficiently. [24]

2) WEAKNESSES/CHALLENGES Involve in using modern technology in business enterprises

1. Cost, security and training

One of the biggest challenges businesses face when it comes to technology is the cost. Not only do businesses have to shell out money for the latest hardware and software, but they also have to pay for maintenance, upgrades, and repairs. Additionally, they need to pay IT staff to manage and troubleshoot all of their technology needs. Another big challenge businesses face when using technology is security. With so much sensitive data being stored on computers and other devices, businesses need to be extra careful to protect their systems from hacks, viruses, and other cyber threats. Another challenge businesses face is training employees on how to use new technologies. This can be a time-consuming and expensive process, especially if employees are resistant to change. [25]

2. Not implementing the right systems and procedures.

New tech must be integrated into current business processes to utilize its full potential. Buying the new technology is not enough. After purchase, your existing systems and procedures need to be adjusted to incorporate the new technology in a way that limits disruption and the need for additional training, while still taking advantage of all the new tech has to offer. [26]

3. Adopting New Technologies

The technology space is changing continually and presenting new IT solutions for businesses to take advantage of. For instance, in the era of hybrid working, businesses have rapidly increased their adoption of cloud computing technologies and communications platforms like Microsoft Teams. In the modern business environment, harnessing the power of technology is essential for growth. While it is important for SMBs to implement the latest technology solutions, without an extensive IT budget or specialist expertise, this can be a significant challenge. However, if your business cannot keep abreast of these changes, you risk limiting both your everyday functionality and your potential for growth. [27]

3) OPPORTUNITIES involved in using modern technology in enterprises to-

day

1. Enhanced Efficiency and Productivity

Modern technology, such as automation software, artificial intelligence (AI), and machine learning algorithms, can automate repetitive tasks, streamline processes, and optimize resource allocation. This can lead to significant improvements in efficiency and productivity, allowing employees to focus on higher-value tasks and accelerating time-to-market for products and services.

2. Improved Decision Making with Data Analytics

Advanced analytics tools enable businesses to gather, process, and analyze vast amounts of data in real time. By leveraging data analytics, enterprises can gain valuable insights into customer behavior, market trends, and operational performance. These insights empower informed decision-making, enabling businesses to make strategic adjustments quickly and effectively.

3. Enhanced Customer Experience

Technology offers numerous ways to enhance the customer experience, from personalized marketing campaigns and omnichannel communication to self-service portals and chatbots. By leveraging customer relationship management (CRM) systems, social media platforms, and data analytics, businesses can better understand customer needs and preferences, tailor offerings to individual requirements, and provide seamless, personalized experiences across all touchpoints.

4. Global Market Reach and Expansion

The Internet and digital communication technologies have greatly reduced geographical barriers, enabling businesses to reach a global audience more easily. E-commerce platforms, online marketplaces, and digital advertising tools provide opportunities for businesses to expand their market reach, target specific customer segments, and capitalize on international opportunities without significant upfront investment in physical infrastructure [28].

4) THREATS involved in using modern technology in enterprises

1. Cyber Security Threats

The cyber security landscape is always evolving, and more mature threats are always developing. As businesses have become more reliant on technology since the pandemic, cybercriminals have been presented with a unique opportunity to exploit their vulnerabilities. In fact, since the beginning of the pandemic, cyber-crime has increased by 600%. Unfortunately, despite being the most at risk of a cyber-attack, most SMBs are not adequately prepared to defend themselves from one. This can be attributed to a number of factors, including insufficient cyber-security strategies, untrained employees and outdated IT systems and software. As most SMBs go out of business within six months of a cyber-attack, it is essential that you tackle this technology challenge head-on. By working with the right outsourced IT support provider, you can establish effective protection.

2. Data Loss and Downtime

Technology disruptions, hardware failures, or software glitches can lead to data loss and significant downtime for your business. The loss of critical data can

disrupt operations, hinder decision-making, and affect customer trust. Downtime can lead to missed opportunities, reduced productivity, and financial losses.

3. Compliance and Regulatory Challenges and Lack of Digital Skills

As businesses handle vast amounts of customer data, they are often subject to various industry regulations and data protection laws. Failure to comply with these regulations can lead to severe penalties and legal consequences.

Rapid advancements in technology can leave some employees struggling to keep up with new digital tools and processes. The lack of digital skills can hinder productivity, innovation, and overall business growth. [29]

4. Online Reputation Management, Automation and Job Displacement

The digital landscape allows for the instant sharing of information, both positive and negative. A single negative review or social media post can significantly impact your business's reputation and brand image.

While automation can enhance efficiency, it also poses a risk of job displacement for some roles. Increased reliance on technology may lead to reduced demand for certain job positions, impacting employee morale and organizational culture. [30]

Implementing Information and Communication Technology (ICT) in business enterprises offers numerous benefits, but it also brings along several threats. Here are some of the key threats involved in using ICT technology in business enterprises:

5. Infrastructure Vulnerabilities:

- Downtime: Disruption of business operations due to hardware failures, power outages, natural disasters, or cyberattacks, resulting in financial losses and productivity decline.
- System Failures: Malfunctioning or outdated hardware, software, or network components leading to system crashes, data loss, and service interruptions.
- Lack of Redundancy: Insufficient backup systems or redundancy measures to ensure continuous availability of critical IT resources in case of failures or emergencies. [31]

6. Limitation

The limitation of this article centers around the fact that it did not examine the economic and social implications of digital technologies on businesses in isolation. The paper also did not examine the legal and ethical implications of using modern digital technologies in politics, governance and education. These are grey areas that further research can properly explore.

7. Originality

This research work contributes to knowledge as a case study in Cameroon a developing country. This article explores the use of modern digital technologies in business enterprises and then ends up examining the legal and ethical implications that these technologies can have. This research work leaves policymakers

with so much to desire and so much to ameliorate when it comes to striking the balance between the uses of modern digital technology in business enterprises. The material and ideas used in this research work are entirely mine. Where other works have been consulted and used, it has been properly cited and fully acknowledged.

8. Solutions/Recommendations

- **The need for trained experts at low cost**

Technology is still gaining grounds in developing countries where the cost of leaving is high and the standards are low. Many industries are reluctant to train personal that can adapt and manipulate these new technologies. It's important for key stakeholders such as the state and business corporations to subsidize the cost of sending personnel abroad to acquire the required skill needed to manage complicated tech

- **The need for policy and legislative intervention**

Policymakers need to define policy that permits the use, insurance, taxation, disposal and management of tech across human activity and business. It's a daunting task, which is why policymakers need the intervention of experts from countries who have at least used and experienced the effects of these technologies

- **The need for psychologists as an aid team to tech users**

Most kids and adults can properly manipulate their ipads, smart screens and computers to look for what they want. But it becomes discouraging how these users cannot read and write since machines have always helped with complicated aspects of writing such as spelling and phrasing. Trained instructors and psychologists are therefore needed in society and enterprises to help accompany this generation in this digital age.

- **The need to enforce cyber security**

Technology thrives on any device that uses the internet. Be it computers, smartphones, chips, machines, bots, etc. The fact that technology evolution is currently defiling boundaries is a call for concern when it comes to the protection of data at all levels. Personal information can easily be harvested via hacking and the introduction of malware into smart systems. Getting hacked is not just a direct threat to the confidential data companies need. It can also ruin their relationships with customers and even place them in significant legal jeopardy. With new technology, from self-driving cars to internet-enabled home security systems, the dangers of cybercrime become even more serious. If cyber security is enforced and data protected, technology will become a blessing to mankind.

- **The necessity to ensure regulatory compliance**

Regulatory compliance processes have long relied on manual procedures involving labor-intensive tasks like document reviews and data entry. Thanks to emerging tech like artificial intelligence (AI), machine learning (ML), and blockchain, businesses are switching to automated compliance systems. These technologies offer real-time monitoring and analysis of huge datasets, which

helps companies to detect anomalies and potential risks. Automating repetitive tasks and leveraging predictive analytics makes staying compliant more efficient and effective. More businesses are investing in data integration and analysis tools, plus algorithm and development training to mitigate risks and detect fraud by analyzing data, identifying patterns, and securing transactions.

9. Conclusion

Technology has evolved and it is continuously evolving. It has greatly transformed the way the task is performed, and the way businesses are carried out. Technology has created an enormous impact at all levels of life ranging from the legal services industry, politics, banking and insurance, and transport to every angle of life. Analyzing the legal and ethical implications of digital technologies on businesses in Cameroon as a developing country has been geared towards vindicating tech users against the fallouts that technology brings to some extent. This paper aims to be an eye-opener for developing countries to prepare legally and embrace the opportunities that technology brings. The fact that technology is fast evolving also means that if developing countries are not at their best in terms of polity and formation they will play catch up.

Conflicts of Interest

The author declares no conflicts of interest.

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