

UNIVERSITÄT  
LUZERN



5.5.2026

INSTITUT FÜR SOZIALETHIK ISE

**WAS WÄRE WENN UNS  
'KI' UNSERE JOBS  
RAUBT?  
EINE ETHISCHE ANALYSE  
UND DAS SERT-MODELL**

**GENOSSENSCHAFT FÜR  
GEMEINWOHL /  
ÖSTERREICHISCHES  
TRANSFORMATIONSFORUM**

**PROF. DR. PETER G. KIRCHSCHLÄGER**

**[WWW.LINKEDIN.COM/IN/PETER-G-KIRCHSCHLAEGER](https://www.linkedin.com/in/peter-g-kirchschlaeger)**

## Peter G Kirchsclaeger: Digitale Transformation und Ethik.

**Nomos: Baden-Baden 2024.**

“If there was one book I would recommend to any Tech entrepreneur these days, it is this book.” **Pascal Kaufmann, Neuroscientist and Co-Founder of the Software Company Starmind**

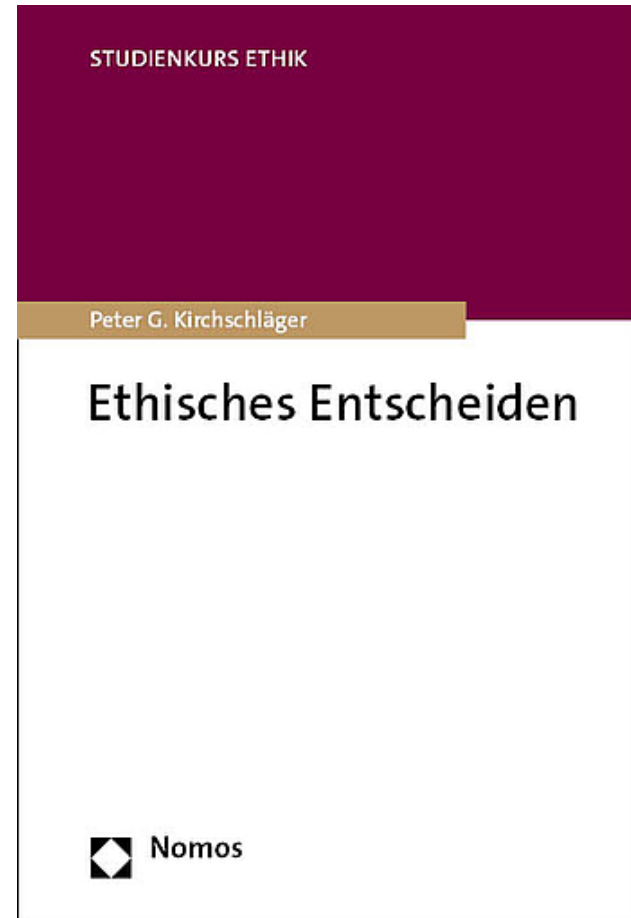
“This book is about fundamental, yet rarely addressed, aspects of the digital journey – ethics and values. Highly valuable for anyone who ambitions to have a positive impact with technology.” **Silvio Napoli, Chairman of Schindler Group**

“Digital Transformation and Ethics’ is a valuable overview of ethical issues in artificial intelligence, their impact on our daily lives and importance for future applications. With this timely analysis, Peter G Kirchsclaeger highlights fundamental questions pertaining to our relationship with technology and its impact on justice, freedom, and human rights.” **Ai Weiwei, Artist**



P. G. Kirchschräger,  
Ethisches Entscheiden.  
Nomos: Baden-Baden 2023.

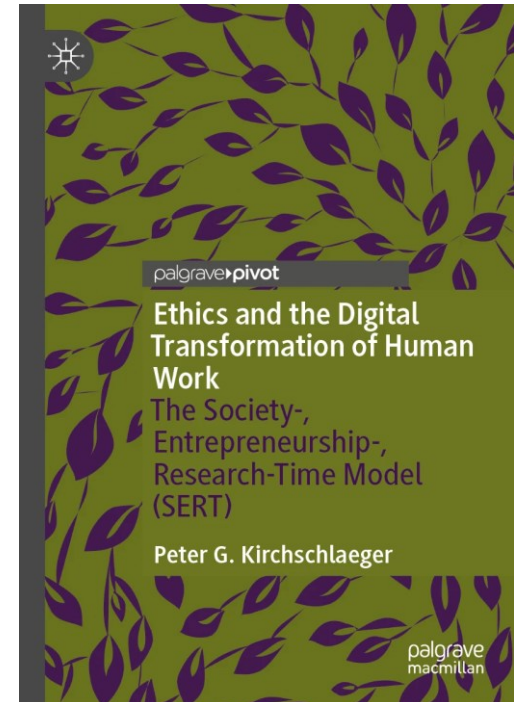
P. G. Kirchschräger,  
Ethical Decision-Making.  
Nomos: Baden-Baden 2023.



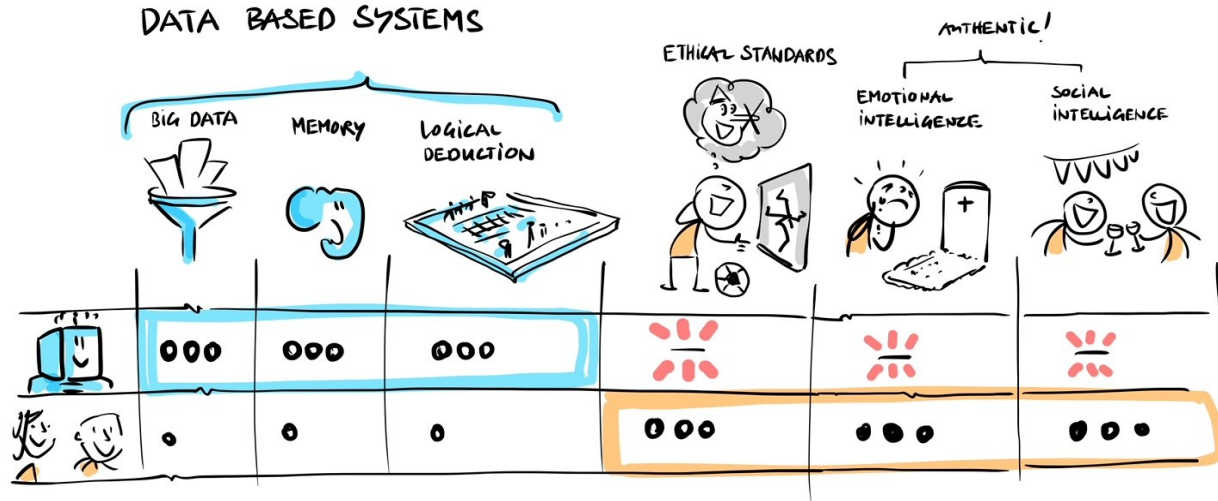
## **P. G. Kirchsclaeger: Ethics and Digital Transformation of Human Work. Palgrave Macmillan: London 2025.**

”Peter G. Kirchsschläger delivers an insightful exploration into the ethical dimensions of the digital transformation reshaping our workplaces. Through engaging analysis, he examines the disruptive impact of ‘artificial intelligence’ on human labor and offers a thought-provoking framework for society on how to embrace the opportunities of innovation while addressing its ethical challenges.” **Christine Lagarde, President of the European Central Bank**

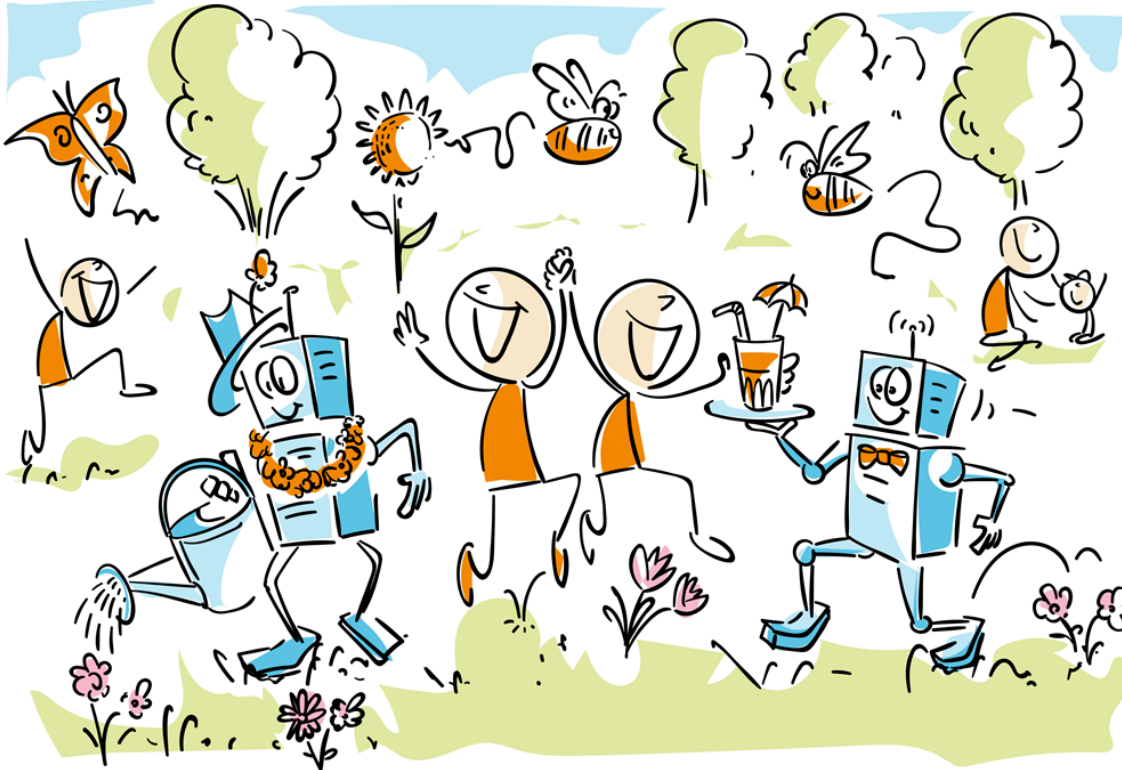
“Peter G. Kirchsclaeger boldly chooses the road less traveled, with striking erudition and profound commitment to the human, he offers a deeply creative framework for a human future that co-exists with new forms of machine intelligence that serve humanity rather than control us. (...) Peter G. Kirchsclaeger’s work is an antidote to the feelings of hopelessness and helplessness that so often overtake us. It asks us to join the fight for a human future.” **Professor Dr. Shoshana Zuboff, Harvard Business School**



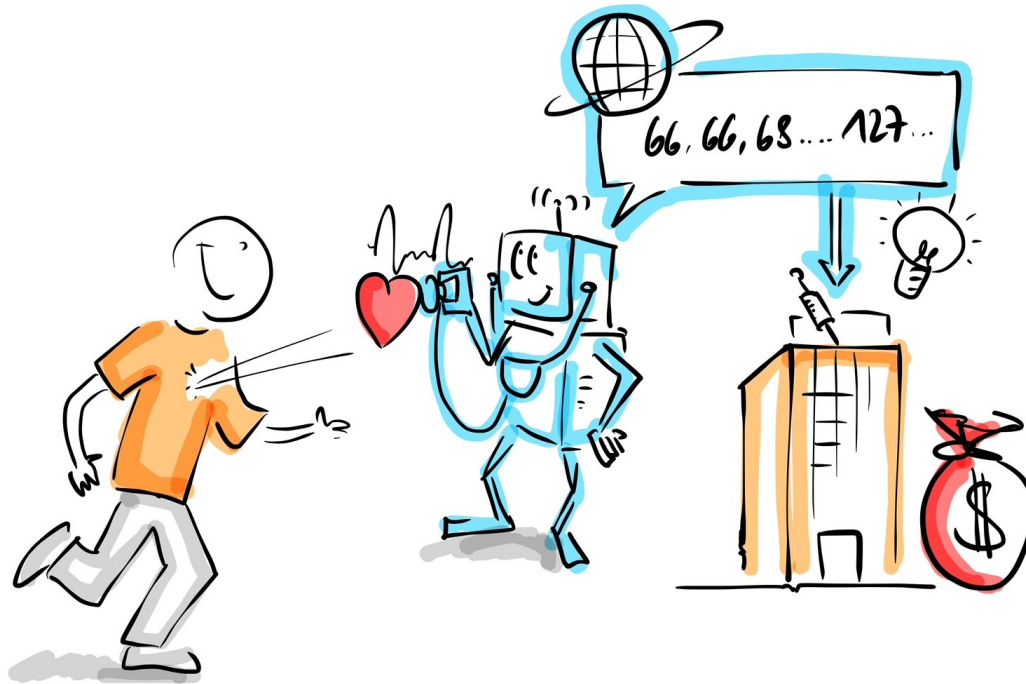
# KI? DATEN-BASIERTE SYSTEME DS!



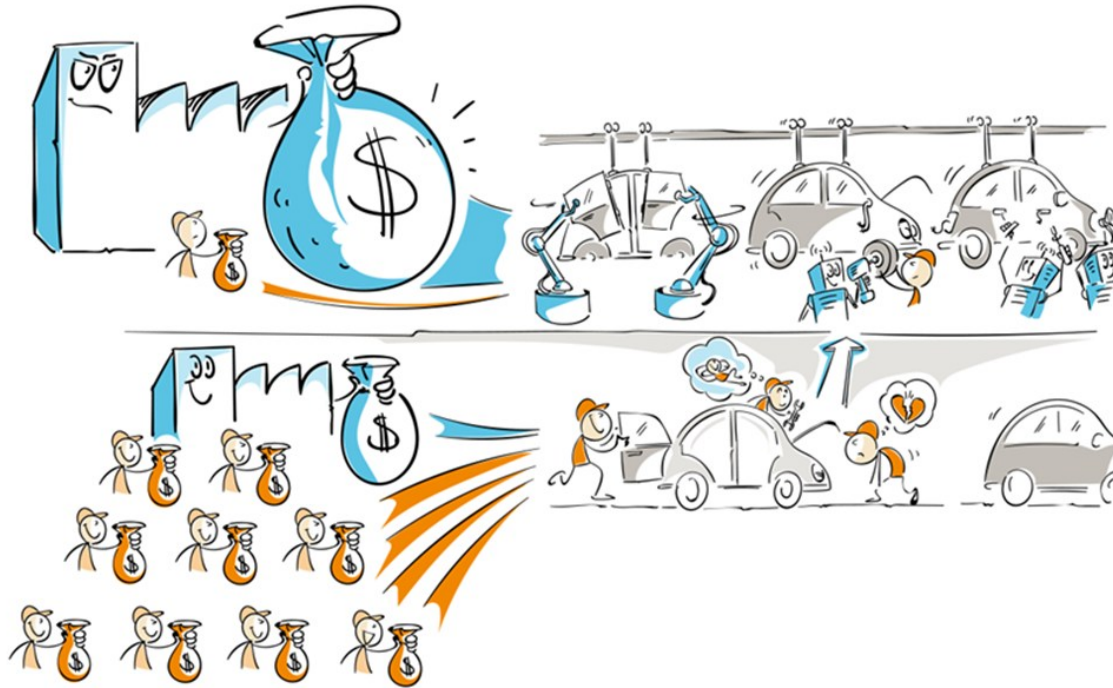
# POSITIVES POTENTIAL NÜTZEN



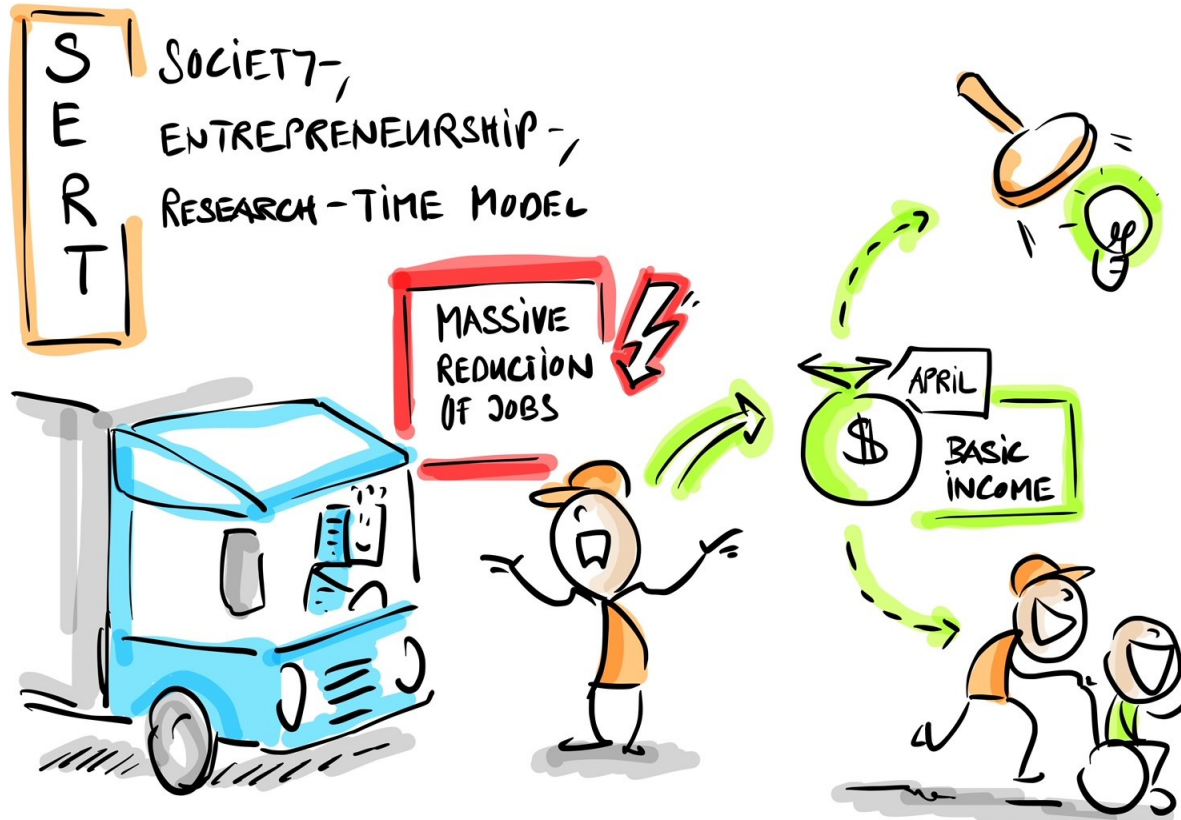
# NEGATIVES POTENTIAL VERMEIDEN



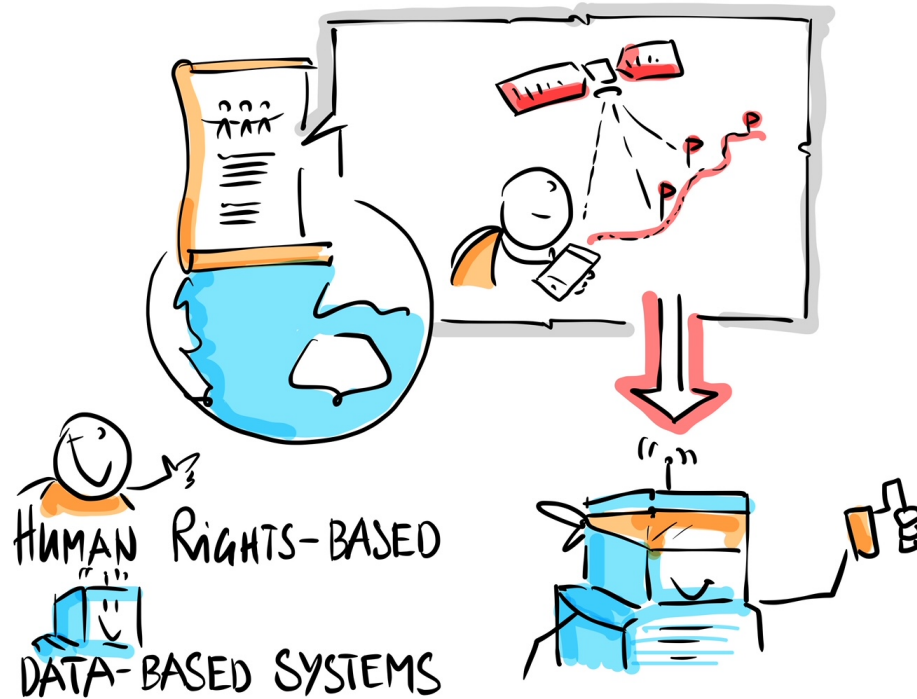
# MASSIVE REDUKTION BERUFLICHER AUFGABEN FÜR MENSCHEN



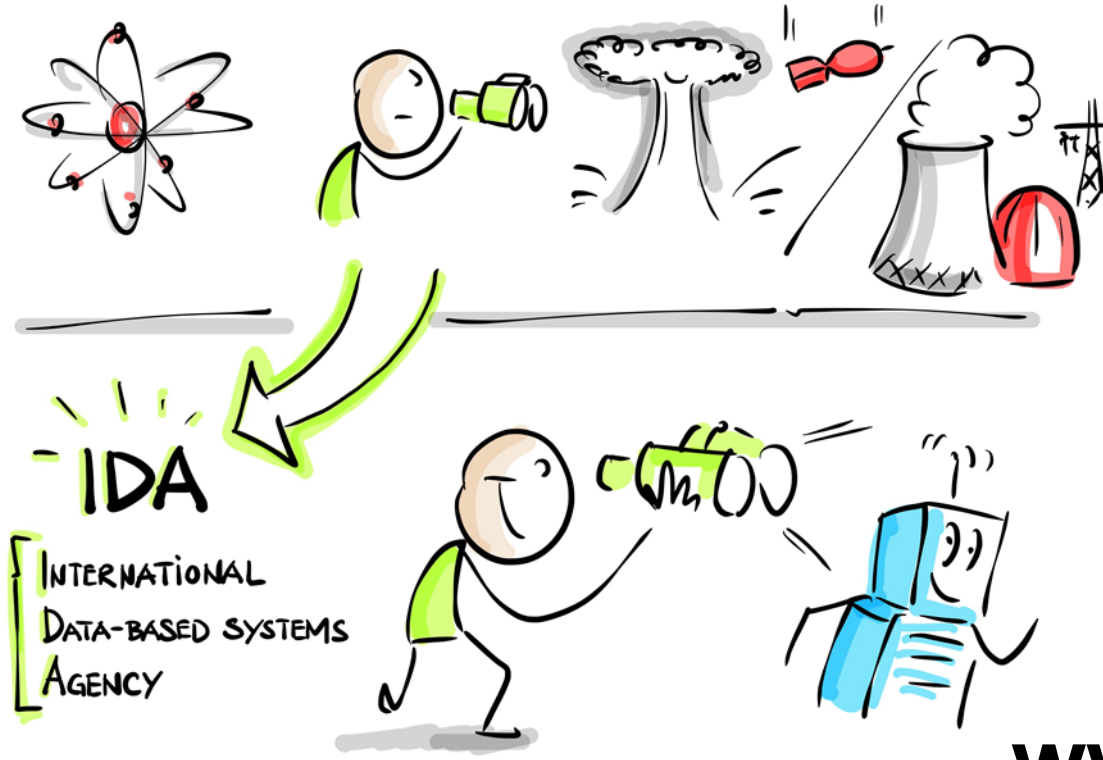
# SERT



# MENSCHENRECHTSBASIERTE DS



# INTERNATIONALE DS-AGENTUR (IDA)



[www.idaonline.ch](http://www.idaonline.ch)

## NEUES MASTERSTUDIUM «ETHIK»

- **Neu** und **einzigartig** in der Schweiz
- MA: Ethik richtet sich an **alle** Bachelorabsolventinnen und -absolventen von Universitäten, Fachhochschulen und Pädagogischen Hochschulen aller Fachrichtungen
- Auch **Quereinsteiger\*innen** spricht der neue Ethik-Master an
- Das Ethik-Masterstudium dauert **2 Jahre**
- **Anmeldefrist:** 30. April 2026

[www.unilu.ch/master-ethik](http://www.unilu.ch/master-ethik)

