

Understanding AI Ecosystem towards Sustainability in Malaysia

Mohamad Faizal Ahmad Zaidi

School of Technology Management & Logistics, Universiti Utara Malaysia, 06010, Sintok, Malaysia

[https://doi.org/10.35609/gcbssproceeding.2025.1\(69\)](https://doi.org/10.35609/gcbssproceeding.2025.1(69))

ABSTRACT

The concept of artificial intelligence (AI) has attracted enormous number of discussions among scholars since its introduction over 70 years ago. Despite that, wide diffusion of AI into variety of applications happen only in the recent years, taking advantages of the latest advancement of enabling technologies. The Government of Malaysia has seen the potential of AI as the engine for future economic growth and social well-being in this era of digitalization, which lead to the launching of the Malaysia's National Artificial Intelligence Roadmap (AI-RMAP) 2021-2025. This roadmap values the roles of government, industry, and public to achieve sustainability. Besides AI-RMAP 2021-2025, the Malaysia Digital Economy Blueprint (MyDIGITAL), and the New Industrial Master Plan (NIMP) 2030 were focused on the government, industry, public, and sustainability. Since the topic of AI ecosystem towards sustainability is underexplored in Malaysia, this study aims to understand how the four factors, namely government initiatives, industry efforts, public engagement, and sustainability agenda interact within AI ecosystem. Based on these factors, recent AI literatures were reviewed together with AI-related policies and initiatives in Malaysia. AI ecosystem framework was then proposed and discussed. This study contributes towards understanding of AI ecosystem in Malaysia with sustainability agenda in mind. The framework suggests the government initiatives acting as catalysts influence industry's driving innovation towards AI development, whereas public inclusivity in AI development is crucial to ensure it benefits the people. Together, the government initiatives, industry efforts, and public engagement are all directed towards sustainability agenda.

JEL Codes: O33, O38, Q01

Keywords: *AI policies; Artificial intelligence; ChatGPT; Government initiatives; Industry efforts; Public engagement; Sustainability agenda.*