

ARTIFICIAL INTELLIGENCE AND PUBLIC ADMINISTRATION: INNOVATIVE APPROACHES IN HEALTH POLICY IN THE CONTEXT OF GENDER EQUALITY AND SOCIAL INSURANCE

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Abstract

In the contemporary world, artificial intelligence represents a cutting-edge development in technology.

This article explores the potential of integrating Artificial Intelligence (AI) into public administration, focusing specifically on healthcare policy in the context of gender equality and social insurance. It examines the application of AI in medical diagnostics, resource management, and service automation, highlighting its role in improving efficiency and accessibility. Particular attention is given to AI systems' ability to identify and address gender-based discrimination and tailor services to the needs of vulnerable groups. Using Georgia as a case study, the paper outlines current practices and challenges related to the early-stage implementation of AI in governance. It emphasizes the transformative potential of AI technologies in shaping fair, inclusive, and data-driven social policies. The article also provides recommendations for the development of strategic frameworks, data protection standards, and human resource capacity.

Keywords: Artificial Intelligence, Public Administration, Healthcare Policy, Gender Equality, Social Insurance, Data Analysis

Introduction

“In twenty years, machines will be capable of doing any work that a man can do,¹” - these words belong to political scientist and Nobel Laureate Herbert Simon, who predicted the development of artificial intelligence as early as 1965.

The term "artificial intelligence" was first described in 1956 by American scientist John McCarthy.² He defined AI as the science and engineering of creating intelligent machines. Through artificial intelligence, it is possible to process vast amounts of information in a short period-something that would take humans a significant amount of time.

Research Methodology

The aim of this article is to examine the role of artificial intelligence (AI) in public governance, particularly within the healthcare system, with regard to gender equality and social protection. The study employs a mixed-methods approach, incorporating the analysis of various academic sources and policy documents, with particular emphasis on the European Union's "Artificial Intelligence Act" and Georgia's National AI Strategy. In addition, programmatic analyses were conducted using official electronic sources to assess gender equality and social protection measures.

Four semi-structured interviews were conducted with policy experts in Georgia's public governance and healthcare sectors, with participants providing informed consent under conditions of anonymity. The objective of these interviews was to evaluate the impact of AI implementation on gender equality and social protection policies. Experts were selected according to the following criteria: involvement in decision-making processes within public policy, healthcare, or social protection; a minimum of five

¹How Artificial Intelligence Can Be Used in 5 Leading Industries, <https://insource.ge/ge/node/701> [L. s. 25.05.2025].

² Namoradze, E., Implementation of Artificial Intelligence in the Field of Medicine, Health Policy, Economics and Sociology, Vol. 8 No. 1 2024. p.1. <https://core.ac.uk/download/613197904.pdf> [L. s. 20.05.2025].

years of professional experience in the relevant field; and demonstrable experience in assessing decisions made with the support of AI or other digital systems.

This study not only identifies the risks associated with AI but also, for the first time, synthesizes the perspectives of experts and analyzes the risks and opportunities for policy, gender equality, and social protection in the Georgian context. This represents a novel contribution to the international academic discourse.

Furthermore, the study includes a comparative analysis of European countries, specifically Estonia and Germany, in relation to the Georgian experience.

Hypothesis

The integration of innovative AI technologies in public governance, particularly in healthcare policy, reduces the risk of gender inequality and enhances the fairness of social protection, provided that AI is implemented within clear ethical, transparent, and regulatory frameworks.

1. Types and Capabilities of Artificial Intelligence

Artificial Intelligence (AI) is generally categorized into weak AI and strong AI. Weak AI is designed to perform specifically defined tasks. For example, weak AI is used in various video games, where it is responsible for specific functions such as controlling enemy movements or managing other game elements.

Strong AI, on the other hand, encompasses systems that are capable of learning and performing tasks that a human being can also carry out.

There are four types of AI:³

- Reactive AI - It cannot adapt to new situations and relies solely on pre-defined algorithms.
- Limited Memory AI - It can adapt based on past experiences and update its system, although the scope of updates is limited.
- Theory of Mind AI - This type can retain past experiences and is fully adaptive.
- Self-aware AI - These systems are aware of their own existence. However, some experts believe that such AI may never become truly "alive."

Artificial Intelligence is increasingly playing a significant role across all sectors, including healthcare, finance, industry, and others.⁴

On August 1, 2024, the European Union's "Artificial Intelligence Act" came into effect.⁵ The aim of this Act is to ensure safety, protection of rights, and adherence to ethical standards in the development of AI. In the process of data handling, transparency is of utmost importance. It is also essential that the responsible entity provides information to the data subject in a clear and accessible manner.

2. AI and the Healthcare Sector

In the medical field, two main categories of artificial intelligence are distinguished:

1. Virtual AI - such as electronic health records.

³ Verulava, T, The role of artificial intelligence in the development of medical services - the context of the health care system (in Georgian), Economic Profile, Vol. 19, 1(27), 2024.

<http://economicprofile.org/pdf/27/Geo/%E1%83%95%E1%83%94%E1%83%A0%E1%83%A3%E1%83%9A%E1%83%90%E1%83%95%E1%83%90%20%E1%83%97..pdf> [L.s. 20.05.2025].

⁴ What is Artificial Intelligence and why is it so relevant today? Communication School, What is Artificial Intelligence and Why is it So Relevant Today? - Commschool [L.s. 20.05.2025].

⁵ "Artificial Intelligence Act" European Union, Personal Data Protection Service

<https://pdps.ge/ka/content/1074/5389/evrokavSiris-%E2%80%9Exelovnuri-inteleqtis-Sesaxeb%E2%80%9C-aqti> [L.s. 20.05.2025].

2. Physical AI – such as surgical robots.

AI enables physicians to make more accurate diagnoses and to detect life-threatening diseases at an early stage. In dermatology, AI-based models are used to assist in the identification of skin lesions, skin cancer, psoriasis, and other conditions, providing significant support to medical professionals.

AI also allows for faster and more efficient testing within clinical and laboratory processes. It supports robotic prosthetics and enables the removal of tumors using robotic systems.

AI systems are employed for disease prediction and monitoring during epidemics, allowing for timely response and allocation of necessary resources.

However, it is important to remember that artificial intelligence is a supporting tool—not a replacement. AI assists physicians in decision-making but is not a doctor itself.

AI can take over so-called "routine tasks," allowing medical professionals to perform their duties more efficiently. Yet, there are areas in medicine where AI may even outperform human physicians—for instance, artificial neural networks, which learn from historical data, analyze and process information, and draw generalizations. These networks can be applied to solve a wide range of medical issues, assisting doctors in making accurate diagnoses, determining medication dosages, and refining patient-specific data.

It is crucial to ensure proper education and training regarding AI to avoid inaccuracies, breaches of confidentiality, and data leaks, which may lead patients to lose trust in AI systems.

In short, successful implementation of AI in healthcare requires collaboration between computer scientists and healthcare providers.

Today, there are AI-supported drug lists used in the treatment of Parkinson's disease, Alzheimer's disease, and amyotrophic lateral sclerosis (ALS).

AI systems are also used to improve patient care. They are involved in clinical management tasks such as scheduling appointments, organizing duty rosters for physicians, and responding to queries regarding medications, availability, and alternative treatments. AI proves especially helpful in serving patients who require specialized care.⁶

The use of artificial intelligence in medicine offers many benefits: reduced human labor, lower costs, timely diagnosis, higher recovery rates, and more systematic healthcare management. AI significantly minimizes the likelihood of diagnostic errors.

Due to the wide range of tasks performed by AI, questions about staffing levels in clinics may naturally arise. While doctors are capable of showing empathy and maintaining human relationships, such qualities are entirely absent in AI. Physicians possess communication skills, critical thinking, creativity, and emotional connection with patients – traits that AI lacks and which are considered among its key limitations.

As previously mentioned, AI cannot fully replace medical personnel. At present, it serves only as a supportive tool in the field of medicine.

In the future, AI will become an integral part of healthcare.

In Georgia, AI is slowly emerging in both healthcare and social insurance sectors.⁷ However, it holds great potential for advancing gender equality and ensuring equitable access to social services.

It is essential to prioritize thoughtful management of AI systems to enhance the analysis and support of vulnerable groups within these processes.

⁶ Gesk, T., S., and Leyer, M., "Artificial intelligence in public services: When and why citizens accept its usage", Elsevier, 2022. <https://www.sciencedirect.com/science/article/pii/S0740624X22000375?via%3Dihub> [L.s. 20.11.2025].

⁷ Artificial Intelligence: Meaning, International Standards, Ethical Norms, Recommendations and Conclusions, Policy Paper, Institute for Development of Freedom of Information (IDFI), Tbilisi, 2021. https://idfi.ge/public/upload/Article/1111Artificial-Intelligence-GEO_Web%20Version.pdf [L.s. 20.05.2025].

3. Gender Equality and AI in Healthcare

Healthcare policy and social insurance are two critically important areas of public policy, playing a key role in ensuring public health and the social protection of citizens. The goal⁸ of healthcare policy is to make health services more accessible and of higher quality. This includes both disease prevention and the development of treatment infrastructure. In this context, artificial intelligence plays a particularly significant role in enhancing gender equality and social insurance.

To eliminate gender inequality, it is essential to conduct monitoring and data analysis. AI systems are highly effective in collecting and analyzing data. They possess advanced analytical capabilities that allow them to detect patterns of gender discrimination, providing an opportunity to reduce such disparities.

In Georgia, particularly within public administration and especially in healthcare policy - specifically in terms of gender equality and social insurance - the application of artificial intelligence is still a new development. Nevertheless, there are already initiatives and possibilities in place that have the potential to significantly influence the country's progress in this area.

Gender equality is a critical issue involving the equitable distribution of rights, opportunities, and resources between men and women.⁹ While gender inequality exists across many sectors, it is especially relevant in healthcare and social policy.

Gender-Disaggregated Data Analysis: AI, now and in the future, can assist various organizations in conducting gender-based analysis of services and resource allocation. This helps reveal how resources are distributed between men and women.¹⁰ For instance, if men and women are accessing the same healthcare services at different rates, AI can identify these trends and generate relevant policy recommendations.

Reducing Gender Disparities: The use of AI in healthcare can contribute to reducing gender-based discrimination. For example, when women require consultations with specific specialists, AI can provide more accurate and efficient referral mechanisms.

AI systems and algorithms support data collection and analysis aimed at eliminating gender imbalances.

- **Service Adaptation:** AI systems can help tailor services to specific gender groups—for instance, specialized reproductive health services for women or services for victims of gender-based violence.
- **Predictive Modeling:** AI technologies can be used to forecast how gender inequality may impact economic and healthcare sectors. For example, AI can identify social and economic factors that affect women's health and broader gender groups.
- **Data Collection and Transparency:** AI is extensively used to collect and analyze data, ensuring that gender discrimination is minimized and that policies and management approaches are principled and transparent.
- **Detection of Gender-Based Violence:** AI technologies can identify patterns of gender-based violence across various areas of society and enable rapid response mechanisms, prompting state and organizational action through appropriate measures.

⁸ Gabisonia, Z., National strategy on artificial intelligence for Georgia, Georgian-German Journal of Comparative Law, 2021. https://lawjournal.ge/wp-content/uploads/2021/11/DGZR-8-2021_8_22.pdf [L.s. 20.05.2025].

⁹ Artificial intelligence and gender equality – public lecture on combating gender bias in technology. Council of Europe Office in Georgia, 2024. <https://www.coe.int/en/web/tbilisi/-/exploring-ai-and-gender-equality-a-public-lecture-on-combating-gender-bias-in-technology-takes-place-in-tbilisi> [L.s. 20.05.2025].

¹⁰ Women as equal partners in the AI revolution: a call for gender equality in the digital age, Council of Europe Office in Georgia, 2025. <https://www.coe.int/en/web/tbilisi/-/women-as-equal-partners-in-the-ai-revolution-a-call-for-gender-equality-in-the-digital-age> [L.s. 20.05.2025].

Women - especially single women - tend to earn less than men, which negatively impacts their economic situation and, consequently, their health. In certain cultures and societies, unequal treatment of women results in limited access to healthcare services.

Gender equality is not only a social issue; achieving it enhances the effectiveness of healthcare and social policies. AI can identify which regions have the highest levels of gender inequality in access to healthcare services, enabling more equitable distribution of resources by healthcare providers. For example, in Canada, research institutions used AI systems to process large volumes of clinical data and found that women were underrepresented in clinical trials. Similar findings have emerged from AI analyses conducted in the Netherlands.

In conclusion, artificial intelligence serves as a powerful support tool in shaping the necessary decisions to ensure gender equality within society. It plays a meaningful role in addressing challenges found in gender relations and contributes to the creation of a healthier social environment.

4. AI and Social Insurance

What is social insurance? In order for citizens to feel protected against various risks (such as health, employment, or others), social insurance provides financial security. As a result, it ensures access to pensions and other health-related benefits.

AI has the potential to identify weaknesses within social insurance systems, particularly those that reduce access to insurance services for women and other vulnerable groups. It can also highlight disparities in disease diagnosis and treatment between men and women. AI can indicate the presence of gender inequality and generate algorithms aimed at addressing and eliminating these disparities.

Artificial intelligence programs are used to support informed decision-making. They can proactively identify high-risk groups and regions that require additional assistance. AI can help develop more adaptive solutions tailored to women, persons with disabilities, retirees, individuals of lower economic status, and other marginalized groups.¹¹

AI is capable of analyzing social insurance service data, leading to improved outcomes within insurance programs.

The capabilities of artificial intelligence are vast. By analyzing personal data—such as health status, employment history, family status, and more—AI can suggest targeted services. For example: offering specialized medical services to pensioners, persons with disabilities, or the unemployed.

AI is increasingly used in social insurance systems for both data collection and analysis, significantly improving these processes:

- **Rapid Data Processing:** As previously mentioned, AI systems can analyze large volumes of data simultaneously. This is crucial for accurately and promptly assessing needs and ensuring timely responses. For example, correct analysis of data related to pensions, healthcare, or social assistance programs enables policymakers to quickly identify which groups or individuals require the most support.
- **Optimization of Financial Resources:** AI technologies provide "intelligent" solutions for the fair distribution of funding within social insurance programs. AI can create models that reflect regional needs, economic trends, and current policy frameworks. For instance, AI can identify areas with the highest poverty rates and subgroups whose needs align with specific programs and budget allocations.
- **Targeting Vulnerable Groups:** AI is especially well-suited to serving groups such as retirees, people with disabilities, incarcerated individuals, and the unemployed. It enables more efficient delivery

¹¹ Hillemann, D., "Navigating the Challenges of Implementing Artificial Intelligence in the Public Sector: An In-Depth Analysis", 2023. <https://dhillemann.medium.com/navigating-the-challenges-of-implementing-artificial-intelligence-in-the-public-sector-an-in-depthcb714fe6616b> [L.s. 20.05.2025].

of services such as pensions, sickness and health benefits, and other programs aligned with their specific needs.

Through the use of artificial intelligence, social insurance systems can improve prediction models, resource optimization, and need identification processes. Financial management becomes more transparent, ensuring a better understanding of the needs of the most vulnerable. As a result, AI can support the development of a fairer and more effective social policy—one that addresses the diverse needs, security, and well-being of all segments of society.

In Georgia, there are already projects focused on improving the management of citizen data. With AI, it is possible to analyze this data more quickly, thereby contributing to a more accurate and equitable distribution of social assistance.

5. Experiences from Other Countries

Georgia has taken progressive steps in improving access to public services; however, it is also insightful to examine examples from other countries in this regard.¹²

Estonia is a global leader in electronic governance systems. The country developed the X-Road platform, which facilitates the secure exchange of information between government and public sector institutions. In Georgia, a similar system - DXP (Data Exchange Platform¹³) - is in use. For example, the Ministry of Education¹⁴ actively uses it to verify student status, while the Revenue Service utilizes it to timely exchange data on employment and income of citizens.

Germany is also one of the leading countries in terms of innovation. It has implemented the Digital Administration 2020 initiative, which envisions the full digitization of the public sector - “less paper, more online services.” Georgia outlined a similar strategy in 2020, which was realized through the development of Justice House programs and by increasing citizens’ access to online services.

As a result, the use of electronic systems in the public domain has led to greater citizen satisfaction by providing simpler, more efficient, and secure services. Georgia has made notable progress in this direction and continues to draw on the experiences of European countries such as Finland, Estonia, and Germany.

6. The Role of AI in Public Administration in Georgia

The use of AI in public administration opens up new opportunities. When implementing AI systems, it is essential to ensure adherence to standards, maintain confidentiality, and secure data privacy. Strong oversight of algorithms is also necessary.

Through the use of AI in public administration, decision-making processes in Georgia¹⁵ can be significantly improved. Public data can be analyzed more efficiently, quickly, and transparently. These technologies will enable the enhancement of regional services and facilitate the swift and effective processing of information - saving both time and resources.

Various government agencies, such as the Revenue Service and Social Services, already use AI for data analysis. This significantly increases the efficiency of the public sector and helps eliminate bureaucratic barriers. With the implementation of AI technologies, the state can better manage its resources. AI

¹² Responsible artificial intelligence global index and Georgia’s results. Institute for Development of Freedom of Information IDFI, 2024. https://idfi.ge/en/global_center_on_ai_governance_2024?utm_ [L.s. 20.05.2025].

¹³ Ahn, M. J., Chen, Y., and Wang, Y., “Artificial Intelligence and Public Values: Value Impacts and Governance in the Public Sector”, 2023. <https://doi.org/10.3390/su15064796>.

¹⁴ Ethical guidelines for the use of AI and data in teaching and learning for education professionals. European External Action Service, 2024. <https://education.ec.europa.eu/news/ethical-guidelines-on-the-use-of-artificial-intelligence-and-data-in-teaching-and-learning-for-educators> [L.s. 20.05.2025].

¹⁵ Eristavi, D., Davituri, G., “The Use of Artificial Intelligence Systems in Georgia.” IDFI, 2021. <https://idfi.ge/public/upload/Article/AI%20ENG%20FULL.pdf> [L.s. 20.05.2025].

services reduce the time needed to make decisions and provide citizens with necessary information in a timely and convenient manner.

AI technologies also enable the government and its institutions to analyze their activities and assess the effectiveness of resource usage. For instance, in economic analysis, AI is used to evaluate value, which is essential for developing long-term policy. Data analysis enables the Georgian government to implement reforms aimed at assessing new technologies or economic changes.¹⁶

AI is also utilized in public policy reforms to forecast potential risks. For example, in the long term, the country's financial system may face crises or issues related to social inequality, and AI can help predict and mitigate such risks.¹⁷

As noted earlier, the introduction of AI in Georgia's public administration is still in its early stages. However, several initiatives already exist:

1. Electronic citizen services for providing quick and efficient service to the population.
2. Social assistance programs aimed at better assessing the needs of socially vulnerable citizens and determining aid priorities.
3. Online technologies and information portals – Some government agencies, such as the Public Service Development Agency, use AI to accelerate service delivery, allowing citizens to receive timely responses online.

The adoption of AI technologies in public administration represents one of the most innovative and efficient approaches to enhancing the performance of state systems and decision-making processes.

AI reforms in Georgia already play an important role in shaping the country's social, economic, and health policies. As a result, the state is better positioned to meet the needs of its citizens. The continued growth of AI technologies will further strengthen the effectiveness, transparency, and accessibility of the Georgian government in the future.

As previously noted, we conducted four interviews, which revealed that, according to the experts' observations, the implementation of AI in public governance, healthcare, and social protection policy in Georgia presents both significant opportunities and real challenges. They highlighted that the current data management infrastructure is still incomplete, particularly in regional institutions, which hampers the effective use of AI.

The experts emphasized that AI has the potential to improve the effectiveness of social assistance and healthcare programs through personalized decision-making. For instance, the system could more accurately assess risks for socially vulnerable groups or provide accelerated predictions during health crises. At the same time, the experts pointed out that the ethical and transparent use of AI is possible only through appropriate regulations, strategic frameworks, and the training of public officials.

The effectiveness of AI depends not only on technological capabilities but also on organizational readiness and the quality of data. Experts emphasize that successful AI integration in the country requires not only the deployment of advanced technologies but also systematic knowledge dissemination to citizens and public sector personnel, ensuring inclusivity, legal protection, and gender equality.

Conclusion

In conclusion, the use of artificial intelligence (AI) in Georgia and other countries presents both immense opportunities and significant risks, including concerns related to privacy, inclusivity, and data protection. Managing these risks requires continuous monitoring to ensure that AI delivers fair,

¹⁶ Barroca, J., "AI The Future of Government", Forbes, 2023. <https://www.forbes.com/sites/deloitte/2023/05/10/ai-and-the-future-ofgovernment/?sh=77d784ac3c64> [L.s. 20.05.2025].

¹⁷ Strengthening gender equality in the civil service becomes a priority for the Civil Service Bureau, UN Women Georgia, 2021. Civil Service Bureau accelerates commitment to gender equality in the Georgian civil service | UN Women – Georgia [L.s. 20.05.2025].

transparent, and secure services to all citizens. The implementation of AI can serve as a catalyst for innovation and progress across multiple sectors.

This study demonstrates that AI adoption in Georgia has tangible implications for gender equality and social protection policies. Unlike previous research, it not only explores AI's theoretical opportunities and risks but also, for the first time, integrates the real experiences of experts in public administration, healthcare, and social protection in the Georgian context.

Findings from semi-structured interviews with experts indicate that while AI adoption can enhance innovation and efficiency, it may also pose risks of gender inequality in practice if data collection, processing, and automation are not conducted ethically, inclusively, and transparently. Accordingly, the following measures are recommended:

Strategy and Legal Framework: The Government of Georgia should develop a clear strategy for AI implementation, including legislation on data protection and privacy, as well as standards that ensure the ethical and transparent operation of AI systems.

Technological Infrastructure Development: Georgia needs to strengthen its technological infrastructure to expand the potential for AI utilization. This includes modernizing IT systems, databases, and digital platforms with advanced technologies.

Data Accessibility and Quality: Effective AI deployment requires that the government uphold high standards for data quality and collection. Data must be reliable and accessible to all relevant stakeholders.

Training for Users and Specialists: Educational programs should be established to help citizens and public administration personnel better and more broadly utilize AI technologies. Additionally, professional training is needed to develop AI-related expertise.

By integrating AI into public administration, Georgia can advance economically, socially, and politically. To ensure that AI is used safely and protects the rights and needs of all citizens, it is essential to establish appropriate regulations and guiding principles. Consequently, this will enhance the effectiveness of public governance and improve systems for gender equality and social services.

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