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INSTITUTE FOR SOCIOLOGICAL, POLITICAL AND JURIDICAL RESEARCH - SKOPJE

INSTITUTE FOR SOCIOLOGICAL POLITICAL AND JURIDICAL RESEARCH

St. Cyril and Methodius University

International Scientific Conference

Challenges in Transforming Society

Book of Abstracts

21 October 2026

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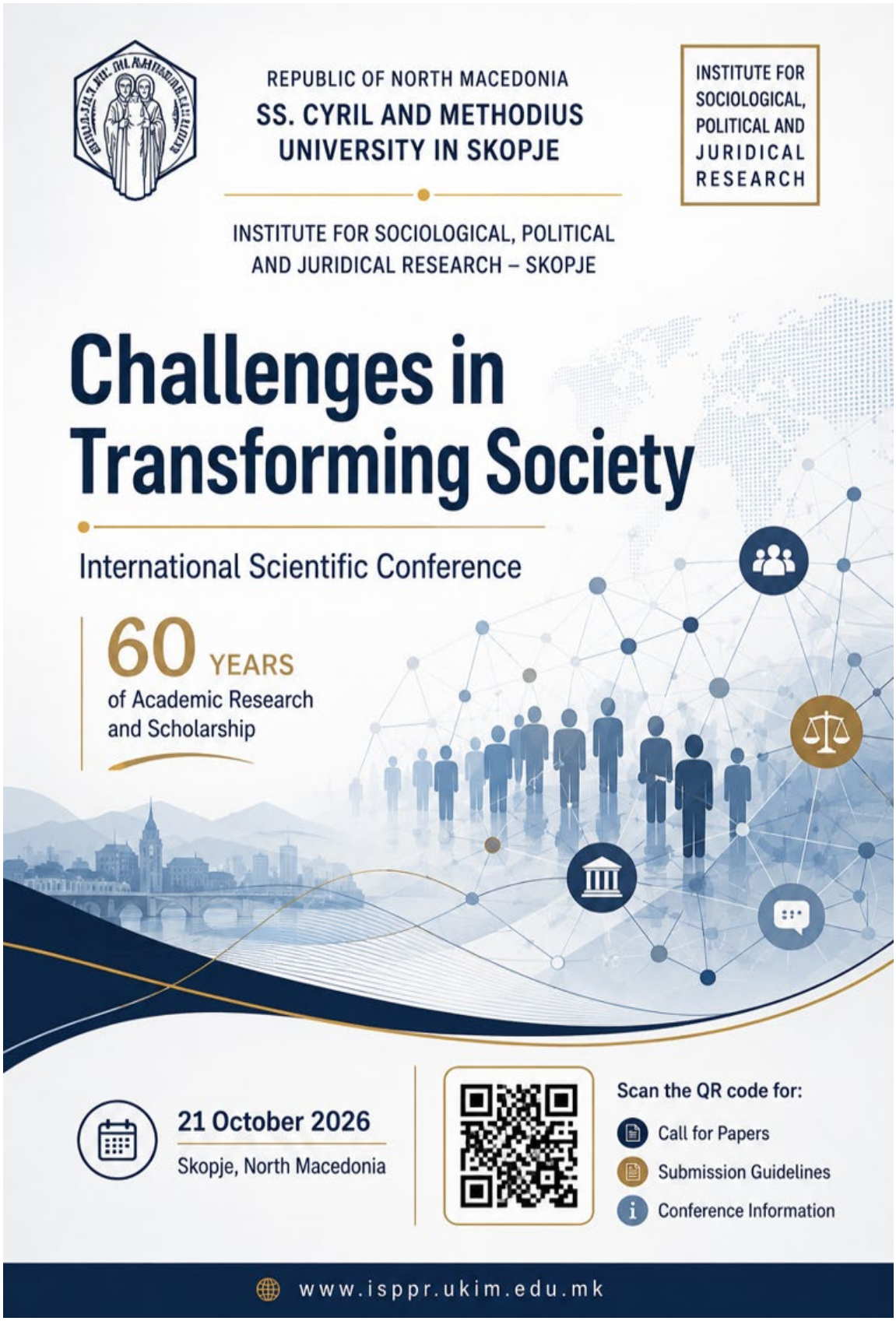
International Scientific Conference

Challenges in Transforming Society

Organized by The Institute of Sociological, Political and Juridical Research (ISPJR), Ss. Cyril and Methodius University in Skopje, Republic of North Macedonia on the occasion of the 60th anniversary of the Institute of Sociological, Political and Juridical Research

Published by Ss. Cyril and Methodius University in Skopje

Institute of Sociological, Political and Juridical Research


REPUBLIC OF NORTH MACEDONIA
SS. CYRIL AND METHODIUS UNIVERSITY IN SKOPJE
INSTITUTE FOR SOCIOLOGICAL, POLITICAL AND JURIDICAL RESEARCH
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of Academic Research and Scholarship
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Skopje, North Macedonia
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KEYNOTE SPEAKER

Prof. Dr. Sergej Flere

Professor Emeritus of Sociology, University of Maribor, Slovenia

Honorary Member of the Slovenian Sociological Association



Prof. Dr. Sergej Flere is a distinguished sociologist and Professor Emeritus at the University of Maribor, Slovenia. Throughout his extensive academic career, he has made significant contributions to sociological research, particularly in the fields of sociology of religion, education, ethnic relations, political sociology, and the study of Yugoslav and post-Yugoslav societies.

He is the author and co-author of numerous scientific publications, including books, scholarly monographs and research articles. His work has received considerable academic recognition, with more than 2,280 citations and an H-index of 26, according to Google Scholar (October 2026), reflecting the influence of his research within the international academic community.

In recognition of his academic achievements and contributions to sociology and higher education, he was awarded the title of Professor Emeritus by the University of Maribor in 2014. He is also an Honorary Member of the Slovenian Sociological Association.

His long-standing research on nationalism, ethnic relations, collective identities, and the political and social transformations of Yugoslav and post-Yugoslav societies is closely connected to the central theme of the conference, ***Challenges in Transforming Society***, and provides a valuable scholarly perspective for his keynote address.

Artificial Intelligence as a New Social Paradigm – Legal and Ethical Challenges

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The paper examines artificial intelligence as a new social paradigm, viewed through the interrelationship between legal and ethical standards and the challenges arising from its development and application. The increasing automation and transfer of certain decision-making functions and roles to algorithmic systems raise a fundamental question: are traditional legal concepts and existing ethical principles sufficient to address the new risks and consequences associated with the use of artificial intelligence? The aim of the paper is to assess the extent to which existing regulatory solutions can ensure effective protection of human dignity, autonomy, privacy, equality, and legal certainty, and whether these frameworks need to be reconsidered and modified.
The research is based on a normative, conceptual, and comparative approach, through the analysis of legal instruments, ethical standards, and contemporary scientific perspectives. Particular attention is devoted to the transparency and explainability of algorithmic decision-making, the protection of personal data, risks of discrimination, profiling, human oversight, the limits of autonomous decision-making, and the issue of legal liability for consequences arising from the operation of autonomous artificial intelligence systems. The central thesis of the paper is that effective governance of artificial intelligence cannot be based solely on technical standards and legal prohibitions; rather, an integrated model must be established in which legally binding rules, ethical principles, human oversight, and institutional accountability operate in a complementary manner. Human rights constitute the starting point for assessing the social acceptability of artificial intelligence, while legal certainty, transparency, and accountability are prerequisites for an acceptable and sustainable technological transformation.
The paper pays particular attention to the European Union Artificial Intelligence Act (AI Act) and its significance for the future development of the Macedonian legal framework. In this context, the announced and anticipated regulation of artificial intelligence in the Republic of North Macedonia represents an opportunity for timely alignment with European standards, while also allowing for the development of a national regulatory model tailored to the domestic institutional and legal context.

Keywords: artificial intelligence, social paradigm, human rights, legal regulation, ethics, algorithmic decision-making.