

26.06.2024

WEDNESDAY

30 min 9.00-9.30 registration and opening

60 min 9.30-10.30 **GEORGE WALKLEY**
Chair: Angus Phillips

45 min 10.30-11.15 coffee break

		AI WITHIN EDUCATIONAL PUBLISHING	MARKETING
		Chair: Miha Kovač	Chair: Jaka Gerčar
		Jocelyn Hargrave	Cat Mitchell & David Barker
		University of Derby	University of Derby
		<i>The Present and Future Implications of Generative AI for Educational Publishing</i>	<i>Tomorrow and Tomorrow and Tomorrow: Publishing a Bestseller</i>
		Gianluca Pavani	Avril Gray
		University of Rome "Tor Vergata"	Edinburgh Napier University
75 min	11.15-12.30	<i>Producing Complexity in the Digital Era: the Potential of Artificial Intelligence in Educational Publishing</i>	<i>From Campus to Community: Insights and Impacts of the "Book Advocacy" of Merchiston Publishing...</i>
		Christoph Bläsi	Heiko Hartmann
		Johannes Gutenberg University Mainz	Hochschule für Technik, Wirtschaft und Kultur (HTWK) Leipzig
		<i>Writing a Serious Book Using a Large Language Model: The Significance of Proven Industry Procedures</i>	<i>Success Factors of Cross-Media Character Brands in the Children's and Young Adult Book Market</i>

80 min 12.30-13.50 Lunch

60 min 13.50-14.50 **SIMONE MURRAY** Monash University
Chair: Jaka Gerčar

30 min 14.50-15.20 coffee break

		BOOKSHOPS	DIVERSITY
		Chair: Angus Phillips	Chair: Cat Mitchell
		Sophie Noël	Hanne Willekens
		Université Paris Panthéon Assas	Ghent University
		<i>How to Maintain Cultural Diversity in High Street Bookshops Abroad? The Dilemma of Francophone Bookshops in Europe</i>	<i>Women Authors, Women Reviewers, Women's Books? An Empirical Analysis of Gender and Genre in Book Reviews in the Swedish Newspapers Dagens Nyheter and Aftonbladet (2018–2022)</i>
50 min	15.20-16.10	Paulo Faustino	John Rodzvilla
		University of Porto	Emerson College
		<i>Inside Lello Bookshop: Between Communication, Business and Culture</i>	<i>Beyond the Advance: American Trade Publishing and the #publishingpaidme hashtag</i>

ETHICS OF AI & ROUNDTABLE DISCUSSION

Chair: Tom Abba

		Yang Zhang	George Walkley, Anna Kiernan, Tom Abba,
		Tianjin University	University of Exeter, UWE, Bristol
80 min	16.10-17.30	<i>The Ethics of Using AI Tools Towards Cross Cultural Book Publications</i>	<i>Breaking the furniture. Creating innovation in established publishing practices</i>

120 min 19.00-21.00 dinner

27.06.2024

THURSDAY

**Crafting Value in Today's Book World:
Navigating the 21st Century's Challenges and Opportunities in
Trade, Academic, and Educational Publishing
University of Ljubljana, Slovenia**



60 min 9.30-10.30

VUK ČOSIĆ
Chair: Miha Kovač

45 min 10.30-11.15 *coffee break*

CULTURAL POLICIES READING, READERS

Chair: Anna Kiernan Chair: Christoph Bläsi

Jana Klingenberg Fleur Praal

University of Pretoria Leiden University – Centre for the Arts in Society

The role of literary prizes in South African publishing: Afrikaans literary prizes and the effect on cultural value
Online, Under-the-Radar: Subscription Services in the Dutch Trade Book Market

75 min 11.15-12.30

Samantha Miller Gertrude Gibbons

University of Pretoria University of York

Country of Origin: The multifaceted identity of South African literature
"My hideous progeny": The Living Book and its Capacity to Haunt

Katja Urbanija Kamila Augustyn

University of Ljubljana University of Wrocław

The value of translations: How countries support their literature on the global market
Reader, who are you now? Understanding changes in reading engagement under different circumstances

80 min 12.30-13.50 *lunch*

TEACHING AND PUBLISHING ACCESSIBILITY

Chair: Kamila Augustyn Chair: Christoph Bläsi

Caroline Wintersgill Agata Mrva-Montoya

University of Stirling University of Sydney

Trying to Keep the Flame Alive': Creating Value at the Small Press
The Business of "Born-Accessible" Publishing

Daniel Corona Milena Risi

75 min 13.50-15.05

Entrepreneurial Competencies for Innovation and Sustainability in Small Press Publishing:
A Sociocultural Systems Strategy Using the
"Publishing Model Canvas 1.0" for Professional and Teaching Purposes
Zanichelli Editore – University of Rome "Tor Vergata"
Unlocking Image Accessibility: Evaluating AI-Generated Alt Text for Enhanced Image Accessibility in Publishing

Anna Kiernan Caterina Morelli

University of Exeter University of Rome – "Tor Vergata"

Glitch: Creative Practice, Challenge-based Learning and Publishing Collaborations
Enhancing Accessibility in Publishing: Leveraging GAI for Effective Alt-Text Solutions

35 min 15.05-15.40 *coffee break*

ROUNDTABLE DISCUSSION FIELD MAPPING

Chair: Miha Kovač Chair: Jaka Gerčar

Claudia Crescenzi & Sebastian Posth Robbe Vandersmissen

Fondazione LIA Ghent University

50 min 15.40-16.30

Università degli studi di Roma Tor Vergata
As Incompatible as Fire and Water? An Analysis of the Contemporary Swedish Literary Publishing Field

Kamila Augustyn

University of Wrocław

Using ISCC to make opt-out declarations and create trust in digital media
Where Are We Now? A Proposal for a Critical Delphi Study on 'Publishing Studies'

15 min 16.30-17.00

CLOSING SESSION

ASSOCIATE PARTNERS



University of Ljubljana
FACULTY OF ARTS



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btb9 website – QR code
#bythebook9
contact:...

