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

by the book

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*

232 / 233

75 min	11.15-12.30	**AI WITHIN EDUCATIONAL PUBLISHING**	**MARKETING**
		Chair: Miha Kovač	Chair: Jaka Gerčar
		Jocelyn Hargrave	**Cat Mitchell & David Barker**
		University of Derby	University of Derby
		The Present and Future Implications of Generative AI for Educational Publishing	*Tomorrow and Tomorrow and Tomorrow: Publishing a Bestseller*
		Gianluca Pavani	**Avril Gray**
		University of Rome – Tor Vergata	Edinburgh Napier University
		Producing Complexity in the Digital Era: the Potential of Artificial Intelligence in Educational Publishing	*From Campus to Community: Insights and Impacts of the "Book Advocacy" of Merchiston Publishing…*
		Christoph Bläsi	**Caroline Wintersgill**
		Johannes Gutenberg University Mainz	University of Stirling
		Writing a Serious Book Using a Large Language Model: The Significance of Proven Industry Procedures	*Trying to Keep the Flame Alive': Creating Value at the Small Press*

80 min	12.30-13.50	*lunch*
60 min	13.50-14.50	**SIMONE MURRAY** Monash University Chair: Jaka Gerčar 233
30 min	14.50-15.20	*coffee break*

233

75 min	15.20-16.35	**DIVERSITY**	
		Chair: Cat Mitchell	
		Sophie Noël	
		Université Paris Panthéon Assas	**Hanne Willekens**
		How to Maintain Cultural Diversity in High Street Bookshops Abroad? The Dilemma of Francophone Bookshops in Europe	Ghent University
			Women Authors, Women Reviewers, Women's Books? An Empirical Analysis of Gender and Genre in Book Reviews in the Swedish Newspapers
		John Rodzvilla	
		Emerson College	*Dagens Nyheter and Aftonbladet (2018–2022)*
		Beyond the Advance: American Trade Publishing and the #publishingpaidme hashtag	

60 min	16.35-17.35	**ROUNDTABLE DISCUSSION** Chair: Tom Abba **George Walkley, Anna Kiernan, Tom Abba** University of Exeter, UWE, Bristol *Breaking the furniture. Creating innovation in established publishing practices*

120 min	19.00-21.00	*Dinner – Altroké, located at Stari trg 19*

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

by the book

27.06.2024

THURSDAY

60 min	9.30-10.30	**VUK ĆOSIĆ** Chair: Miha Kovač
45 min	10.30-11.15	*coffee break*

		232		233
75 min	11.15-12.30	**CULTURAL POLICIES** Chair: Anna Kiernan **Samantha Miller** University of Pretoria *Country of Origin: The multifaceted* *Identity of South African literature* **Katja Urbanija** University of Ljubljana *The value of translations:* *How countries support their literature* *on the global market*	**READING, READERS** Chair: Christoph Bläsi **Fleur Praal** Leiden University – Centre for the Arts in Society *Online, Under-the-Radar: Subscription* *Services in the Dutch Trade Book Market* **Gertrude Gibbons** University of York *"My hideous progeny": The Living Book* *and its Capacity to Haunt* **Kamila Augustyn** University of Wrocław *Reader, who are you now?* *Understanding changes in reading* *engagement under different circumstances*	

80 min	12.30-13.50	*lunch*

		232		233
75 min	13.50-15.05	**TEACHING AND PUBLISHING** Chair: Kamila Augustyn **Anna Kiernan** University of Exeter *Glitch: Creative Practice,* *Challenge-based Learning* *and Publishing Collaborations* **Heiko Hartmann** Hochschule für Technik, Wirtschaft und Kultur Leipzig *Success Factors of Cross-Media* *Character Brands in the Children's* *and Young Adult Book Market* **Daniel Corona** *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*	**ACCESSIBILITY** Chair: Christoph Bläsi **Agata Mrva-Montoya** University of Sydney *The Business of "Born-Accessible" Publishing* **Milena Risi** Zanichelli Editore – University of Rome – Tor Vergata *Unlocking Image Accessibility: Evaluating* *AI-Generated Alt Text for Enhanced Image* *Accessibility in Publishing* **Caterina Morelli** University of Rome – Tor Vergata Fondazione LIA *Enhancing Accessibility in Publishing:* *Leveraging GAI for Effective* *Alt-Text Solutions*	

35 min	15.05-15.40	*coffee break*

		232		233
50 min	15.40-16.30	**ROUNDTABLE DISCUSSION** Chair: Miha Kovač **Claudia Crescenzi** University of Rome Tor Vergata **& Sebastian Posth** Institute for Internet Security, Westphalian University of Applied Sciences *Using ISCC to make opt-out declarations* *and create trust in digital media*	**FIELD MAPPING** Chair: Jaka Gerčar **Robbe Vandersmissen** Ghent University *As Incompatible as Fire and Water?* *An Analysis of the Contemporary* *Swedish Literary Publishing Field* **Kamila Augustyn** University of Wrocław *Where Are We Now? A Proposal for a Critical* *Delphi Study on 'Publishing Studies'*	

15 min	16.30-17.00	**CLOSING SESSION**

wifi password:…
btb9 website – QR code
#bythebook9

University of Ljubljana
FACULTY OF ARTS

TUTA SUB AEGIDE PALLAS · 1683 ·
BRILL

LOGOS