

26.06.2024

WEDNESDAY

30 min	9.00-9.30	<i>registration and opening</i>	
60 min	9.30-10.30	GEORGE WALKLEY Chair: Angus Phillips, room 233	
45 min	10.30-11.15	<i>coffee break</i> 52B (on the 5 th floor)	
		AI WITHIN EDUCATIONAL PUBLISHING	MARKETING
		Chair: Miha Kovač, room 232	Chair: Jaka Gerčar, room 233
		Jocelyn Hargrave University of Derby <i>The Present and Future Implications of Generative AI for Educational Publishing</i>	Cat Mitchell & David Barker University of Derby <i>Tomorrow and Tomorrow and Tomorrow: Publishing a Bestseller</i>
75 min	11.15-12.30	Gianluca Pavani University of Rome – Tor Vergata <i>Producing Complexity in the Digital Era: the Potential of Artificial Intelligence in Educational Publishing</i>	Avril Gray Edinburgh Napier University <i>From Campus to Community: Insights and Impacts of the "Book Advocacy" of Merchiston Publishing...</i>
		Christoph Bläsi Johannes Gutenberg University Mainz <i>Writing a Serious Book Using a Large Language Model: The Significance of Proven Industry Procedures</i>	Caroline Wintersgill University of Stirling <i>Trying to Keep the Flame Alive': Creating Value at the Small Press</i>
80 min	12.30-13.50	<i>lunch</i>	
		SIMONE MURRAY Monash University Chair: Jaka Gerčar, room 233	
60 min	13.50-14.50		
30 min	14.50-15.20	<i>coffee break</i>	
		DIVERSITY Chair: Cat Mitchell, room 233	
		Sophie Noël Université Paris Panthéon Assas <i>How to Maintain Cultural Diversity in High Street Bookshops Abroad?</i>	Hanne Willekens Ghent University <i>Women Authors, Women Reviewers, Women's Books? An Empirical Analysis of Gender and Genre in Book Reviews in the Swedish Newspapers</i>
75 min	15.20-16.35	John Rodzvilla Emerson College <i>Beyond the Advance: American Trade Publishing and the #publishingpaidme hashtag</i>	<i>Dagens Nyheter and Aftonbladet (2018–2022)</i>
		ROUNDTABLE DISCUSSION Chair: Tom Abba, room 233	
60 min	16.35-17.35	George Walkley, Anna Kiernan, Tom Abba University of Exeter, UWE, Bristol <i>Breaking the furniture. Creating innovation in established publishing practices</i>	
120 min	19.00-21.00	<i>Dinner</i> Altroké, located at Stari trg 19	

27.06.2024

THURSDAY

60 min	10.00-11.00	VUK ČOŠIĆ Chair: Miha Kovač, room 233
40 min	11.00-11.40	<i>coffee break</i>
50 min	11.40-12.30	<p align="center">CULTURAL POLICIES Chair: Anna Kiernan, room 232 Samantha Miller University of Pretoria <i>Country of Origin: The multifaceted Identity of South African literature</i> Katja Urbanija University of Ljubljana <i>The value of translations: How countries support their literature on the global market</i></p>
		<p align="center">READING, READERS Chair: Christoph Bläsi, room 233 Gertrude Gibbons University of York <i>"My hideous progeny": The Living Book and its Capacity to Haunt</i> Kamila Augustyn University of Wrocław <i>Reader, who are you now? Understanding changes in reading engagement under different circumstances</i></p>
80 min	12.30-13.50	<i>lunch</i>
75 min	13.50-15.05	<p align="center">ACCESSIBILITY Chair: Christoph Bläsi, room 232 Agata Mrva-Montoya University of Sydney <i>The Business of "Born-Accessible" Publishing</i> Milena Risi Zanichelli Editore University of Rome – Tor Vergata <i>Unlocking Image Accessibility: Evaluating AI-Generated Alt Text for Enhanced Image Accessibility in Publishing</i> Fleur Praal Leiden University Centre for the Arts in Society <i>Online, Under-the-Radar: Subscription Services in the Dutch Trade Book Market</i></p>
		<p align="center">TEACHING AND PUBLISHING Chair: Kamila Augustyn, room 233 Daniel Corona <i>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</i> Anna Kiernan University of Exeter <i>Glitch: Creative Practice, Challenge-based Learning and Publishing Collaborations</i> Heiko Hartmann Hochschule für Technik, Wirtschaft und Kultur Leipzig <i>Success Factors of Cross-Media Character Brands in the Children's and Young Adult Book Market</i></p>
45 min	15.05-15.50	<i>coffee break</i>
50 min	15.50-16.40	<p align="center">ROUNDTABLE DISCUSSION Chair: Miha Kovač, room 232 Claudia Crescenzi University of Rome Tor Vergata & Sebastian Posth Institute for Internet Security, Westphalian University of Applied Sciences <i>Using ISCC to make opt-out declarations and create trust in digital media</i></p>
		<p align="center">FIELD MAPPING Chair: Jaka Gerčar, room 233 Robbe Vandersmissen Ghent University <i>As Incompatible as Fire and Water? An Analysis of the Contemporary Swedish Literary Publishing Field</i> Kamila Augustyn University of Wrocław <i>Where Are We Now? A Proposal for a Critical Delphi Study on 'Publishing Studies'</i></p>
20 min	16.40-17.00	CLOSING SESSION

