

By the Book11

Minds, Myths and Machines - Rewiring the Publishing Industry

WEDNESDAY 24/06/2026

Johannes Gutenberg-Universität, Mainz, Germany

Akademie der Wissenschaften und der Literatur Mainz, Geschwister-Scholl-Straße 2, 55131 Mainz

09:00-09:30	INTRODUCTION	Welcome: JGU Buchwissenschaft: Gerhard Lauer, EUROPUB: Angus Phillips Welcome Addresses: Axel Schäfer, Dean of the Faculty for Philosophy and Philology; Peter Kraus vom Cleff, managing director of the Association of German Publishers, Wholesalers and Booksellers 'Housekeeping' issues: Christoph Bläsi				
09:30-10:30	KEYNOTE	Chair: Christoph Bläsi, Plenarsaal Jessica Gedamu Springer Nature (Berlin)		KEYNOTE ADDRESS Shaping Inclusive Knowledge: Broadening Participation in Academic Publishing		
10:30-11:00 COFFEE BREAK						
11:00-12:30	READING, READERS	Chair: Rachel Noorda, Plenarsaal		AUTHORSHIP	Chair: John Rodzvilla Room: Geisteswissenschaftliche Klasse	
11:00-11:20	<i>'Are You Sitting Comfortably? Now I'll Begin': The Myriad Possibilities Inherent to Reading Events. A Case Study</i>	Sarah Franklin	Oxford International Centre for Publishing	<i>Playing the AI Publishing Game: A Case Study of One Author's Digital Publishing Model</i>	Frania Hall	London College of Communication (LCC) University of the Arts
11:20-11:40	<i>Diverse Voices in South Africa: Literary Prizes and Reader Communities</i>	Jana Klingenberg	University of Pretoria	<i>Literary Romances and Professional Boundaries: How Publishers of Literature Construct Author Relations</i>	Anne Mölsä	Tampere University
11:40-12:00	<i>What Fan Art Can Do for Book Marketing</i>	Anja Kamenarič	University of Ljubljana	<i>From Traditional Book to Parasocial Performance: Exploring Serialisation and Legacy Authorship on Substack</i>	Swara Shukla	University of Münster
12:00-12:20	<i>Why Publishers Should Care About Non-Readers – Insights Into a Possibly Underestimated Target-Group</i>	Marina Lehmann	Johannes Gutenberg Universität Mainz	<i>Romanticising the Submarine as Swimmer: Authenticity and Authorship as a Positioning Strategy for Modern Day Publishers</i>	Samantha Miller	University of Pretoria
12:30-13:30 LUNCH						
13:30-15:00	PUBLISHING EDUCATION	Chair: Katherine Day, Plenarsaal		TRANSLATION STUDIES	Chair: Anja Kamenarič Room: Geisteswissenschaftliche Klasse	
13:30-13:50	<i>Rejacketing Publishing: Rethinking Approaches to Publishing Studies in Business Education</i>	Marrisa Joseph	University of Reading	<i>Multilingualism, Untranslatability, and the Process of Transferring Literature From One Language (Or Several) Into Another</i>	Emma Luisa Eggs	Johannes Gutenberg University in Mainz
13:50-14:10	<i>Innovations in Educational and Academic Publishing</i>	Avril Gray	Edinburgh Napier University	<i>Publishing Books in Lithuanian Dialects: The Situation and Innovations</i>	Tomas Petreikis	Vilnius University
14:10-14:30	<i>Teaching Inclusive Publishing at the University of Sydney</i>	Agata Mrva-Montoya	University of Sydney	<i>Translated Japanese Literature in the Nordic Countries and the Global Dominance of English</i>	Martin Nordeberg	University of Gothenburg
14:30-14:50	<i>"Entangled with Media": Educational Publishers in the Post-digital Age</i>	Jocelyn Hargrave	University of Derby	<i>Around the World in 200 Titles: Mapping Translation Dynamics of Globally Successful Literary, Genre, and YA Fiction (1990–2019)</i>	Kamila Augustyn	University of Wrocław
15:00-15:30 COFFEE BREAK						
15:30-16:40	CHILDREN'S LITERATURE	Chair: Angus Phillips, Plenarsaal		READING, READERS	Chair: Kamila Augustyn Room: Geisteswissenschaftliche Klasse	
15:30-15:50	<i>Half the Prize Money: Comparing Literary Value in The Astrid Lindgren Memorial Award and the Nobel Prize in Literature</i>	Jana Rüegg	Uppsala University	<i>Reading in the Dark: Migraine, Embodied Literacy, and the Political Economy of Accessible Book Culture</i>	Rachel Noorda	Portland State University
15:50-16:10	<i>African American Children's Biography: Erasures and Revelations in Children's Books</i>	Brigitte Fielder	University of Wisconsin-Madison	<i>The Future of Accessible Books in Aotearoa: Insights from Publisher Interviews</i>	Agata Mrva-Montoya	University of Sydney
16:10-16:30	<i>Robots Tell Stories: The Breakthrough of AI in Swedish Children's Literature</i>	Malin Nauwerek	Uppsala University	<i>Personalizing the Read: Synthetic Voices and the Transformation of Audiobooks</i>	Sarah Hedman-Dybeck	Uppsala University
16:40-17:00	POSTER SESSION	Pietro Segreto	University of Rome Tor Vergata			

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THURSDAY 25/06/2026

Johannes Gutenberg-Universität, Mainz, Germany

09:30-13:30 Akademie der Wissenschaften und der Literatur Mainz, Geschwister-Scholl-Straße 2, 55131 Mainz

13:30-18:15 NatMed (1321) Building, Johannes Gutenberg University Mainz, Johann-Joachim-Becher-Weg 7-15, 55128 Mainz

09:30-10:30	KEYNOTE	Chair: Christoph Bläsi, Room: Plenarsaal		KEYNOTE ADDRESS		
		Moritz Schaeffer Johannes Gutenberg Universität Mainz		<i>Postediting, Ambiguity and Creativity – Human and Mathematical Models</i>		
10:30-11:00	COFFEE BREAK					
11:00-12:30	EDITORS, EDITING	Chair: Christoph Bläsi, Plenarsaal		SHIFTING POWER DYNAMICS	Chair: Kamila Augustyn Room: Geisteswissenschaftliche Klasse	
11:00-11:20	<i>Remediating the Aldine Press: A Study in Prototyping</i>	John W. Maxwell & Alessandra Bordini	Simon Fraser University	<i>Talking About Transformation in South African Publishing: Myths and Methodologies</i>	Elizabeth le Roux	University of Pretoria
11:20-11:40	<i>The Form and the Feed: Letterpress Printing After the Large Language Model</i>	Jonathan Senchyne	University of Wisconsin-Madison	<i>Voices of Culture Under State Policy: The Lithuanian Experience</i>	Asta Urbanavičiūtė-Globienė	Vilnius University
11:40-12:00	<i>Can AI Replace Human Editors?</i>	Katherine Day	University of Melbourne	<i>AI Aporias: Why Black Gen Z Women Are Hyper-Conscious of AI's Downsides</i>	Kyanna Sutton	Emerson College
12:00-12:20	<i>From Gatekeeping to Project Management: Rethinking the Role of the University Press Editor</i>	Vasile Moraru	Babeş-Bolyai University	<i>Global Setting, Local Rules: The Case Study of Russian Self-Publishing Platforms</i>	Anna Murashova	University of Tartu, Estonia; Leibniz Centre for Contemporary History
12:30-13:30	LUNCH					
13:30-14:45	<i>Journey to JGU Campus NatMed (1321) Building, Johannes Gutenberg University Mainz, Johann-Joachim-Becher-Weg 7 - 15, 55128 Mainz</i>					
14:45-16:15	ARTIFICIAL INTELLIGENCE	Chair: Christoph Bläsi, Room: HS 18		THE DOUBLE LIFE OF BOOKS	Chair: Angus Phillips, Room: Seminarraum 5	
14:45-15:05	<i>Artificial Intelligence in the Publishing Industry: Is Copyright Safe?</i>	Claudia Crescenzi	University of Rome Tor Vergata; Ediser	<i>Publishing Studies and the Culture-Profit Dichotomy</i>	Zoran Velagić	University of Osijek
15:05-15:25	<i>AI integration in the European Publishing Industry: A Cross-National Comparative Analysis</i>	Caterina Morelli	University of Rome Tor Vergata	<i>All Text, No Action: The Rise and Fall of the Interactive Ebook Marketplace</i>	John Rodzvilla	Emerson College
15:25-15:45	<i>Has Academic Publishing Reached a Moment of Disruptive: A Scoping Review Based on a Four-Quadrant Framework Innovation?</i>	Ting Cong Jiayun Wang	University of Shanghai; Xiamen University	<i>'Rewriting' the Webnovel Industry: The Convergence of Free Content and AI</i>	Xiang Ren	University of Sydney
15:45-16:05	<i>The Author as Magician. Writing, Automation, and Creative Agency in the Age of AI</i>	Missy Burrell	University of Queensland	<i>Turn the Volume Up: Audiobook Trends You Should Listen To</i>	Carlo Carrenho	Publishing Perspectives
16:15-17:00	COFFEE BREAK					
17:00-18:00	KEYNOTE	Chair: Angus Phillips, Room: HS 18		FIRESIDE CHAT		
		Michael Bhaskar Microsoft (Seattle)				
18:00-18:15	CLOSING SESSION	Organising Committee				
19:00	CONFERENCE DINNER Baron Johann-Joachim-Becherweg 3 55128 Mainz — starting with a short dinner talk by Pietro Segreto and Christoph Bläsi <i>Substantiating gatekeeping in publishing is well beyond what AI can do – is it really?</i>					

FRIDAY 26/06/2026

9:00 Gutenberg Museum

https://www.controlling.bwl.uni-mainz.de/files/2018/08/JGU_lageplan_campus.pdf

