# By the Book 8, Publishing and the Changing World

**WEDNESDAY, 21 June 2023**

## Opening & Welcome

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<thead>
<tr>
<th>Time</th>
<th>Speaker(s)</th>
<th>Location</th>
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| 9.15–9.30 | **Paulo Faustino**  
Local co-organizer and director of the Master in Communicatio and Creative Industries | Building Geral G, Floor: 0 |
| 9.30–10.30 | **José Azevedo**  
Department director | Sala de Reuniões: Building CC - Nascemte (E) Floor: 1 |
| 10.30–11.00 | **Andre Breedt**  
Nielsen Book, United Kingdom  
*chair: Angus Phillips* | Sala de Reuniões: Building CC - Nascemte (E) Floor: 1 |

## Break

## Session 1

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| 11.00–12.00 | **Bibliodiversity**  
*chair: Eben Muse* | **Cat Mitchell**  
University of Derby, United Kingdom  
*Cancel culture, own voices and self-censorship: the place of disabled sensitivity readers in the UK publishing industry* | Sala de Reuniões: Building CC - Nascemte (E) Floor: 1 |
|        |                                                                     | **Sophie Noël**  
Université Paris Panthéon Assas, France  
*Through the looking-glass: probing the imaginary surrounding books in French and British independent bookshops* | Sala de Reuniões: Building CC - Nascemte (E) Floor: 1 |
|        | **Institutional change: Publishing research & education**  
*chair: Jaka Gerčar* | **Samantha Miller**  
University of Pretoria, South Africa  
*Conducting research on a minority language: The limitations, joys, challenges and politics* | Sala de Reuniões: Building CC - Nascemte (E) Floor: 1 |
|        |                                                                     | **Fleur Praal**  
Leiden University, Netherlands  
*The floor is yours: Structured debate as a teaching method in Publishing Studies courses* | Sala de Reuniões: Building CC - Nascemte (E) Floor: 1 |

## Session 2

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| 12.00–13.00 | **Feminist politics and the book industry**  
*chair: Anna Muenchrath* | **Beth Le Roux**  
University of Pretoria, South Africa  
*Independent women publishers in South Africa* | Sala de Reuniões: Building CC - Nascemte (E) Floor: 1 |
|        |                                                                     | **Ana Santos**  
Universidade de Aveiro, Portugal  
*The changing status of women in publishing: marketing and translation in mid-century Portugal* | Sala de Reuniões: Building CC - Nascemte (E) Floor: 1 |
| 13.00–14.00 | **Distribution of ebooks & audiobooks**  
*chair: Christoph Blási* | **Maciej Liguziński**  
Oslo Metropolitan University, Norway  
*Contentions and compromises. Scandinavian publishers’ perception of e-lending in public libraries* | Sala de Reuniões: Building CC - Nascemte (E) Floor: 1 |
|        |                                                                     | **Joana De Conti**  
Bookwire Brazil  
*Digital publishing and the editorial market: understanding the business from the distributor perspective* | Sala de Reuniões: Building CC - Nascemte (E) Floor: 1 |

## Lunch

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*For more information and updates, visit the conference website.*
## SESSION 3

### Publishing Paradigms: Exploring Independent and Historical Shifts
- **Chair:** David Piovesan

**Elizabeth Bobo**  
University of Louisiana at Lafayette, United States  
*Literary Publishing Changes in Early Eighteenth-Century England*

**Anna Kiernan**  
Exeter University, United Kingdom  
*Independent Publishing in a Post-Digital World. Creative Campaigns and Promotional Opportunities*

### Advancing Inclusivity and Accessibility in Publishing
- **Chair:** Jocelyn Hargrave

**Agata Mrva-Montoya**  
University of Sydney, Australia  
*Inclusive publishing: challenges and opportunities*

**Anna Cappellotto & Raffaele Cioffi**  
University of Verona, Italy & University of Turin, Italy  
*Diversity, Inclusivity, Accessibility in Digital Scholarly Editing*

### Break

## SESSION 4

### Editorial Futures and Open Access: Dynamics & Collaboration
- **Chair:** Caroline Wintersgill

**Katherine Day & Jocelyn Hargrave**  
University of Melbourne, Australia & University of Derby, United Kingdom  
*Negotiating editorial futures for/in the twenty-first-century gig economy*

**Christoph Bläsi & Anna Klomet**  
Johannes Gutenberg University Mainz, Germany & University of the Arts London, United Kingdom  
*Sheer transparency can make the (open access) publishing world better. Effects of the cooperation between publishing studies research and academic service institutions*

### Resources of authorial identity building
- **Chair:** Beth Le Roux

**Frанииа Hall**  
University of the Arts London, United Kingdom  
*Publishing ecosystems – opportunities and challenges of digital connectivity*

**Madeleine Span**  
University of Applied Arts Vienna, Austria  
*The Economics of Self-Publishing*

## Gisèle Sapiro
- **École des Hautes Études en Sciences Sociales, France**
  - **Chairs:** Kamila Augustyn & Madeleine Span

## Conference dinner

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**University of Porto, Portugal**

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<th>Time</th>
<th>Session 5</th>
<th>Session 6</th>
<th>Session 7</th>
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| 9.30–10.30      | **Bookshops: Strategies for Success and Revitalization**<br>Chair: Sophie Noël<br><br>Eben Muse<br>Prifysgol Bangor University, United Kingdom<br>“The most difficult task of all”: Advising independent booksellers on the successful bookshop<br><br>David Piovesan<br>Magellan Laboratory - Université Lyon 3, France<br>Collective action: a pathway towards rebirth for European bookshops? | **Politics of the book industry**<br>Chair: Katherine Day<br><br>Jaka Gerčar<br>University of Ljubljana, Slovenia<br>Book impact between national and international markets<br><br>Helge Rønning & Tore Slaatta<br>University of Oslo, Norway & OsloMet – Oslo Metropolitan University, Norway<br>An Analysis of the new Norwegian Book Law seen in Comparison with the Rise of Fixed Book Price Regimes in Europe | **Intersections of Creativity and Literary Controversies**<br>Chair: Tore Slaatta<br><br>Sara Kärrholm<br>Lund University, Sweden<br>Creative Work, Social Marketing and Crime Writing | **Evolution of Libraries and Media Giants**<br>Chair: Helge Rønning<br><br>Agnieszka Fluda–Krokos<br>Jagiellonian University, Poland<br>Pedagogical libraries and their role in formation of reading habits |}

10.30–11.00 break

11.00–12.00

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| 12.00–13.00 | **Politics of the digitising book industry**<br>Chair: Agata Mrva-Montoya<br><br>David Barker<br>University of Derby, United Kingdom<br>Exploring the Co-Existence of Print and Digital, Scholarly and Trade Content<br><br>Sara Tanderup Linkis<br>Lund University, Sweden<br>Enhanced Audio: Reimagining and Recirculating Literary Classics in Audiobook Format | **Book fairs and cultural representation**<br>Chair: Paulo Faustino<br><br>Fernando García Naharro<br>Universidad Complutense de Madrid, Spain<br>Spilling Creativity. Books Fairs and Spanish Cultural Diplomacy<br><br>Mihael Kovač<br>University of Ljubljana, Slovenia<br>Guest of honors or guest of horrors: what works in GOH programs | **Intersections of Creativity and Literary Controversies**<br>Chair: Tore Slaatta<br><br>Sara Kärrholm<br>Lund University, Sweden<br>Creative Work, Social Marketing and Crime Writing | **Evolution of Libraries and Media Giants**<br>Chair: Helge Rønning<br><br>Agnieszka Fluda–Krokos<br>Jagiellonian University, Poland<br>Pedagogical libraries and their role in formation of reading habits |}

13.00–14.00 lunch

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**THURSDAY, 22 June 2023**
### SESSION 7

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<tr>
<td>13.00</td>
<td>Lore De Greve: &quot;So much for literary democracy&quot;: Journalistic Capital and the Purpose of Scandal Surrounding Literary Prizes on Social Media</td>
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<td>Jana Klingenberg: The changing role of Nasionale Pers/Napers: a South African industry giant</td>
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### SESSION 8

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<td>13.00</td>
<td>New technology and the book industry</td>
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<td>chair: Fleur Praal</td>
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<td>Anna Muenchrath: Publishing Translations with Algorithms</td>
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<td>Oswin Tickler: Coding the Printed Page: A Year On</td>
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<td>Innovative Models of Cooperation and Expansion</td>
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<td>chair: Franja Hall</td>
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<td>Kamila Augustyn, Maciej Liguziński &amp; Dorota Siwecka</td>
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<td>University of Wroclaw, Poland &amp; OsloMet - Oslo Metropolitan University, Norway</td>
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<td>Polish public libraries' e-lending cooperation with a commercial aggregator Legimi</td>
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<td>Samantha Miller: Afrikaans literature beyond borders: Exploring a coopetition business strategy</td>
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