

By the Book10

**25 to 26 June 2025**

Ionian University, Department of Archives, Library Science and Museology, Laboratory of Information Technologies, Corfu, Greece

### **Divergence and convergence in publishing today**

The European Publishing Studies Association (EuroPub) is committed to promoting dialogue about the modern book trade. The By the Book conference, this year in its tenth edition, serves as a nexus for industry experts, educators, and researchers to explore key aspects of book publishing and to advance the discipline of publishing studies. By the Book integrates academic insights with industry perspectives. Presentations will take different forms to accommodate the range of academic and industry voices that make By the Book such a unique conference. In past years, our discussions have covered themes from the art of curation to the intricate dynamics within the publishing sector.

By the Book10 will explore the transformative trends shaping the swiftly changing publishing industry today. With rapid advancements in technology, changing reader expectations, and new business models, the question of how publishing adapts to these challenges and new realities becomes ever more urgent. We invite discussions on the future of publishing, from technological innovations to the evolving roles of authors, publishers, and readers.

### **Possible Topics for Discussion:**

Papers may address, but are not limited to, the following themes:

- **Technological Innovation:** How emerging technologies such as AI and digital platforms are reshaping the book industry.
- **Crossing Boundaries:** Convergence, remediation and crossing of genre, format and media.
- **Reader Engagement:** The evolving relationship between publishers and readers in a world of social media, direct-to-consumer models, and user-generated content.
- **Reading Studies:** How to capture the state of reading, and the theoretical and practical implications of approaches to study reading.
- **Sustainability and Ethics:** Examining the environmental and ethical responsibilities of the publishing industry, from production to distribution.
- **Media politics:** truth, populism and public policy.
- **Globalisation vs. Localisation:** Balancing global trends with local publishing needs, including the challenges of translation and market-specific content.
- **Preservation of Heritage:** The relationship between traditional and new media.

- **Reframing Cultural Policy:** The relationship between public subsidies and private business.
- **Diversity and Representation:** How publishing can lead the way in promoting inclusive voices and narratives in an increasingly diverse world.
- **New Forms of Authorship:** The rise of self-publishing, independent authors, and non-traditional content creators.
- **Theory of Publishing and the Book:** Creating new frameworks to think about the field.
- **Educational Publishing and the Role of Libraries:** Innovations in academic and educational publishing, including open access, digital textbooks, and remote learning materials.
- **Economic Models:** Exploring the future of sustainable business models for publishers in an increasingly competitive digital environment.
- **Collaborative Publishing:** Partnerships between authors, illustrators, technologists, and readers to co-create new forms of content.

We also welcome contributions that address publishing pedagogy and best practices in teaching publishing studies.

#### **Contribution Formats:**

We invite contributions in the following formats:

1. **Research Paper** (20-minute presentation) – Academic and pedagogical research relevant to the conference themes.
2. **Poster Presentation** (Digital or A3 print poster with a 5-minute introduction) – Visual representation of research or industry case studies.
3. **Roundtable Discussion** (1-hour sessions) – Group-led discussion on key industry or research challenges. Please note that applications are to be submitted by groups, rather than by individual participants.
4. **Best Practice in Teaching** (15-minute case study presentations) – Examples of innovative approaches to teaching publishing studies.

#### **Submission of Proposals:**

Proposals should consist of a 250-word abstract and a 100-word biography for each participant. Submissions are subject to peer review, with selected papers published in a special issue of *Logos*. Keep in mind that no paper has to be submitted ahead of the conference.

#### **Important Dates:**

- **Submission Deadline:** January 15, 2025
- **Conference Dates:** 25-26 June 2025

Abstracts should be submitted to [mihael.kovac@ff.uni-lj.si](mailto:mihael.kovac@ff.uni-lj.si).

For further information, please contact us at [angus.phillips@brookes.ac.uk](mailto:angus.phillips@brookes.ac.uk) (Angus Phillips, Oxford Brookes University) or [cbanou@ionio.gr](mailto:cbanou@ionio.gr) (Christina Banou, Ionian University).

#### **Conference Fee:**

The conference fee is 275 euros, with a reduced rate of 125 euros for PhD students.

#### **Committee members:**

Angus Phillips, Oxford Brookes University

Christina Banou, Ionian University

Petros Kostagiolas, Ionian University

Miha Kovač, University of Ljubljana

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