

The 4th PubTech Conference Convenes in Beijing

Charting the Future of Publishing in the Age of AI

The 4th PubTech Conference was held in Beijing on June 15, 2026. It was hosted by China National Publications Import & Export (Group) Co., Ltd. (CNPIEC), co-organized by the China Periodicals Association (CPA), the China Editology Society of Science Periodicals (CESSP), the Society of China University Journals (CUJS), and the STM Journal Society, Chinese Academy of Sciences (STMJS), supported by the International Association of Scientific, Technical and Medical Publishers (STM). The conference was chaired by Zhang Jichen, former Vice President of China Publishing & Media Co., Ltd., and Li Jun, Standing Vice President of the CPA.

Under the theme “*Re-Imagining the Publishing Landscape: AI Empowered Future*”, the programme focused on three areas: Technology and Scholarly Publishing Workflows, Technology and Scholarly Communication, and Technology and Research Integrity.

Lin Liying, President of CNPIEC, opened the conference by reflecting on the relationship between publishing and technological change. She emphasised that while tools and business models continue to evolve, publishing’s core mission of disseminating knowledge remains unchanged. She also reaffirmed CNPIEC’s commitment to connecting Chinese and international publishing communities and advancing collaboration in AI-enabled knowledge services.

He Manchao, Academician of the Chinese Academy of Sciences(CAS), highlighted the growing impact of AI on knowledge creation and dissemination. He called for closer cooperation across research, publishing and technology, supported by technological enablement, open sharing and research integrity.

The keynote session featured four speakers from the international research and publishing community. Wang Chengshan, Academician of the Chinese Academy of Sciences (CAS) and Professor at China University of Geosciences (Beijing), delivered a presentation entitled “*Academic Journals in the Era of AI: Perspectives and Practices*”. Nancy Chescheir, Chair of the Committee on Publication Ethics (COPE), spoke on “*AI in Scholarly Publishing: Ethical Principles*”. Hylke Koers, Chief Information Officer at STM Solutions, presented “*Imagining the Future Together: Collaboration for Shared Infrastructure in Scholarly Publishing*”, while Molly Zhang, Vice President, General Manager and Country Leader of Wiley China, addressed “*AI Era: From Academic Publishing to Trusted Knowledge Infrastructure*”.

Their respective presentations examined the impact of AI from the perspectives of journal practice, publication ethics, shared infrastructure and knowledge-service transformation. Together, they highlighted that AI is changing not only publishing efficiency, but also governance, trust and the wider role of publishers in the research ecosystem.

Three panel discussions examined how emerging technologies are transforming publishing workflows, scholarly communication and research integrity, drawing on

perspectives from international publishers, research institutions, technology providers and knowledge-service organizations.

Participants discussed the use of AI in editorial support, content processing, data management and knowledge discovery, as well as the shift towards more connected, data-driven and user-oriented forms of scholarly communication. The panels also considered how publishers can better support the wider research lifecycle and respond to the changing needs of researchers and readers.

A dedicated outcome-sharing session presented recent AI applications and industry practices from Tencent Cloud, Wiley and CNPIEC Kexin Technology.

The presentations showed how AI is being applied to support research innovation, optimise publishing workflows and develop new knowledge services, translating broader discussions on technological transformation into practical solutions for the publishing industry.

The conference welcomed more than 300 delegates from publishing organizations, research institutions, libraries, and technology companies across 13 countries and regions.