Chapter III

Review of Literature
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Chapter III

Review of Literature

3.1 Introduction:

Book publishing industry of India is ranked seventh among in the world. As far as English language is concerned India is at third position in the world after United States of America and United Kingdom. 60% of the Indian publishing industry deals with educational books and rest 40% deals with trade books. India also awarded the quest of honor in international book fair organized in the year 1986 and 2006, which was found positive factor in India’s development.

India is the country where every year 90,000 books published with 30 different languages. According to the Federation of Indian Chambers of Commerce and Industry, Indian publishing industry reached 2 billion USD in terms of annual turnover having 30% growth rate per annum. Considering the quality content, technical support and innovation still India is lagging behind of developed countries.

Most of the Indian publishers were adopted recent changes in the area of digital or online marketing having a feature of online shopping with their website. The retail sector in India observed growing at 15% per annum. This provides more opportunities to publishers and distributors for developing new modes of distribution with the help of logistic management. Now a day’s sales of educational books being took place through various retail stores across 7% in India. Shopping malls are played key role as retail outlets in semi urban and rural parts of the country. The Raja Rammohan Roy agency deals with providing ISBN number from the year 1985. This agency has registered more than 19,000 publishers in India. Most of the Indian publishers are equipped with website with online shopping, self publishing, Pay TM (for cashless transaction) and electronic publishing.

As per the Nielsen data Indian book publishing industry shown positive response towards the adult, children and educational book segments. It was accounted 27% in volume and 38% in value. The growing number of readers created healthy competitive environment among publishers which automatically develops the qualitative of contents of book.

Due to the adoption of liberalization in 1990, foreign publishers were allowed to set up in India. This was changed situation drastically of the publishing scenario. This will leads to exchange of money and know-how. Because of open foreign direct investment Indian publishers showed interest for new information technologies, marketing, selling and other
resources. The rapid development of internet, overall practices was suddenly changed and mostly adopted by publishers. Online media, PDF downloading, software, application, website, video etc. are more popular changes found in publishing industry.

At the same time India’s high mobile penetration rates was increasing tremendously. E – book and E – reading devices are treated as the best marketing practices. Printing industry is also in growth stage. CTP has increased fast and quality printing within less time. Currently Indian publishing industry facing problems of copyright, patent, paper cost and very importantly piracy.

This study involves historical references, market conditions, approaches of libraries, policies of government, electronic book and development of information technology with respect to Indian publishing industry.

3.2 Review of Literature:

Eleanor Blum, Clifford Christians (1981) the paper discussed the ethical problems in book publishing. For this study researcher developed open ended questionnaire related to ethics and collected information from 140 book publishers. The paper identified the ethics when the decisions taken regarding maintain quality in editorial and manufacturing process, to deal with authors and editors, to treat supportive staff and promoting material truthfully. The paper concluded with publishers reflected classical liberal view of free expression.

Gail P. Hueting (1982) the paper studied the book publishing practices in German. Researcher mentioned that, the study of German’s book publishing industry was not properly studied in another country. Researcher was prepared questionnaire and circulated to variety of book publishers. The paper further discussed the book competition situation, competitor’s analysis and manufacturing systems with latest information technology practices.

R Clapp (1987) the paper focused on role and importance of desktop publishing. The paper noted that, desktop publishing system allowed importing or entering text along with this application given rise to opportunities in computer graphics sector on the screen, edit and move different element with print facility on any type of printer.

This paper proved how desktop publishing used and benefited to librarian and publishing houses. The paper concluded with by use of desktop publishing the editorial work was minimized and improved with less time and cost.
Dan Sprod (1990) the paper discussed the paper and the book publishing industry. The paper studied the use of papers in book publishing industry in Australia by one small publisher. The paper identified the factors considered in the choice of stock, stock availability, used of quality papers. The paper further discussed the types of inks, graphical reproduction and the printing process was used at that time.

Jim Milliot (1997) paper includes the development of modern book publishing with the help of advanced information technology. This book includes different book categories and prices, channels of distribution, book operations, editorial process, marketing and selling of books etc. The author’s shows interesting findings mentioned in this book; about 30% of consumers who visited book shop to buy a book, but they did not have specific book title in their mind. About 26% of all book purchases were impulse buys. Majority of the customers buys book on the basis of author in New York. At the last part of the book, authors identified the challenges in 21st Century for book publishing industry.

Siriginidi Subba Rao (1998) the paper traced out the recent development of information technology. The paper discussed the publishing activities like selection, editing, designing, translation, indexing, manufacturing, binding, packaging etc. The paper also mentioned the impact of new technologies on publishing industry. It includes the information provided in the form of message, text, models, numerical data, graphs and paper or electronic format. Further researcher highlighted the delivery of information with the help of new technology which includes online, CD, DVD, floppy disc, PDF format. Researcher also pointed out the latest status in the area of electronic journal. They may publish selected contents with less time, which was recommended by editorial board members subject to publication fees.

Karen Hunter (1998) the paper studied the concept of electronic journal publishing. The paper tried to find out the difference between traditional publishing and electronic publishing. Paper found that, there were tremendous opportunities for electronic publishing by adopting advanced tools and resources. Researcher discussed that, electronic publishing particularly journal publishing, there will be less cost of production, distribution and advertising also. The paper found interested finding that, especially for libraries electronic publishing demand of author or reader satisfy in a positive way. Researcher further mentioned that, electronic journal publishing helpful for as updated information with large sources, quick publication, provides immediate access, improved search and retrieval tools, less cost etc.
Researcher concluded that, the numbers of seminars, workshops, conferences on topics related with publishing industry are very less. There were no as such meetings conducted between publishers and librarian to aware about the electronic publishing.

P. T. Shepherd (1998) the paper mentioned the importance and process of journal publishing. The paper mentioned journal publishing was a comprehensive professional sector. The paper studied the process of manufacturing of journal from editing, designing, printing, distribution to marketing.

Hean Tat Keh (1998) paper focused on the evolution of the book publishing industry. Further researcher highlighted the long process of manufacturing as well as distribution of book. The paper also mentioned the structural changes in the book publishing industry. These changes includes technological change, change in demand and merger and acquisition activities. This paper traced out the strategic implications like market research, logistic system. Paper based on survey of book publishing industry concluded with the information technological factors like internet, laptop, smart-phones etc.

Ada Scupola (1998) the paper studied positive impact of advanced technology in terms of electronic environment. Researcher mentioned that, publishing industry was identified new market, new services and even new books on latest topics. The paper pointed that, E – commerce technology was changing and it may change the publishing process. Therefore researcher indicated need for model of E - publishing. The paper suggested that, this model not only boost sales volume but also improve competitive position in publishing industry. The paper also discussed publishing chain and value chain of publishing industry. It started from author, editor, referee, publisher, distributor and customer.

The paper pointed out how electronic publishing enhance business value of publishing houses. Researcher mentioned five key points – online production, online distribution, online marketing, online sales and online customer support. Researcher analyzed process of online marketing with the help of various online strategies related marketing mix. For increasing volume of sales through internet market researcher pointed that, data must be gathered from buyers point of view, immediate contact and negotiations with customers and finally settlement that was goods and services must exchanged for payment. Further paper focused on online customer service through prompt reply to customer queries through email or telephonic communication.
Philip Altbach (1999) the report has discussed everything about book publishing. After tracing the historical review, the paper highlighted the current issues related with book publishing. It includes the impact of new technologies, the control of publishing, copyright. Further researcher mentioned the varieties of publishing, with the latest trends of publishing. Further report added the future of the book. Researcher mentioned the need and importance of CD. This report concluded with the latest challenges and changes in the publishing industry with respect to customer’s knowledge and awareness.

Peter Roberts (1999) the paper highlighted the concept of scholarly publishing related to peer review and internet. The paper tries to differentiate between print publishing and electronic publishing. The paper examined the need for rigorous systems of peer review especially for scholar work and also considers possible futures for serials in cyberspace. Researcher found that, because of growing specialization with various faculty streams and the pressure to publish it leads to creating more and greater number of articles. Prices of academic books are difficult for faculty, libraries and students. Print publishing may involves unaccepted delays, especially for journal articles.

Researcher mentioned that, on the exact opposite electronic publishing made the task of publishing scholarly articles very easier. Electronic publishing saves time, cost and money will definitely increase number of writing and publishing activities. The paper also mentioned that, there were some potential problems with peer review system. Delay is sending and receiving letters can make it more difficult for authors, editors and even referees also.

Rania Mohammad Yousry El-Naggar (2000) this paper examine the online marketing practices adopted by book industry of Egypt. Researcher collected information from primary sources by interviewing selected publishing houses including secondary sources. The paper mentioned the publishing industry at world level. It included the concept of book publishing, the evolution of book industry, changes in channel of distribution. Researcher also identified the determination of success with the concept of copyright.

After tracing the world review, the paper highlighted the scenario in Egypt. Researcher mentioned the Egyptian book market with the concept of market, market size and market segmentation. Further researcher discussed industry analysis with respect to demand and supply, price determination and competitive environment. Researcher also prepared SWOT summary of publishing industry.
This paper identified the impact and development of information technology on publishing industry. Researcher explained the concept of E-book with the problems of E-book like lack of software, copyright protection, piracy etc. Finally researcher discussed about future opportunities for this industry with a case study.

Daniel Weber (2000) the paper studied comparative evaluation criteria of French and American book publishers. Researcher found that, French publishers were more wedded to hierarchical conception of their job whether they accept or deny. On the other hand American publishers evaluate books on the basis of success in market. The paper critically differentiated between culture, work ethics, politics, society of French and America.

J. M. Royle, I. M. Johnson, A. Anthoney (2000) paper discussed change in multimedia market in UK particularly children’s publishing house. This study was divided into two categories, first was from the year 1997 to 2000 and second was in the year 1980 and 1990. The objective of the study was to know difficulties faced by new comer into this book industry. Paper found that, some factors were indentified for critical situation. It included flow of distribution, invention, unique selling points and promotion activities.

Eerg (2001) the paper analyzed concept and challenges for E-book with respect to various libraries. The paper provided new models for effective handling by end user with the help of library. Paper discussed the concepts of self-publishing, internet publishing, partnership with libraries, digital preservation etc. The paper also mentioned positive points of E-book technology. It includes display, storage, network, power and tools. The paper provided new approach of classic book model. The paper discussed the distribution network with the help of Napster model. The paper concluded with due to E-book technology libraries will richer and they will enhance readers for reading effectively.

Clifford Lynch (2001) the paper emphasizes on latest development of book in the context of technological world. Paper also briefed about how such books will protect the issues related to intellectual property rights. This paper was discussed on E-book concept and its implications with reference to copyright. The paper highlighted the technical terms like CD-ROM, PDF file and PDA that is Personal Digital Assistants. The paper identified the differences between hard bound books and E-books.
The paper provided new approach of converting older books into digital form. This type of technology was succeeding to improve quality of books. Author discussed the consumer expectation and technological controls on content. Paper also discussed number of structural changes that taking place in publishing industry and there is need for framing another distribution policy.

The paper briefed about concept of uncertain future of digital books in libraries. The paper concluded with future of book. It will be digital in addition of paper via print on demand. Because of advanced information technology both software and hardware, these will emphasize support of books that translated into digital medium.

Ronald Jantz (2001) the report identified changes in system of books as well as libraries. Researcher provided new library service model along with E-books. This model specifically designed for publishers, libraries and customers. Further the paper mentioned the impact of services on libraries, which includes distribution of catalog, circulation of E-books, digital preservation. Researcher discussed the advantages of E-book technology; display, storage, network, weight, power, tools. The paper also includes model of distributed networking model for E-books. The paper concluded with today’s libraries service, quality information will change in future in digital forms as per the changing needs of customer.

H. Matthews, Chris Hendrickson, Denise Soh (2001) the paper studied the concept of E-commerce for book publishing and retail logistics. The paper mentioned that, because of internet and E-commerce it created new ways for marketing and selling products like books. The E-commerce system was helpful for environmental cost saving, speedy delivery of books with the help of logistic network. The paper discussed the different logistic network and identifies the environmental and cost effective delivery system. The paper found that, by adopting E-commerce system the return rate of 35% for bestselling books the logistic cost and other environmental factors were minimized.

N. D. Ziv (2002) the paper studied overall transformation of the book publishing industry. The paper discussed issues faced by book publishing industry as well as profound best possible solutions for the same. Researcher pointed out one important problem that is introduction of new media (CDs and DVDs) which creates managerial tensions.

The paper developed the model of managerial tension in book publishing industry in USA. This model elaborated how physical delivery was transformed by electronic delivery, how content company was transformed by technology company etc. The second and last
managerial tension mentioned by research was World Wide Web. The paper concluded with because of developing environment, innovations was taken place in book publishing industry. Researcher suggested that, the traditional working style should be transformed with digital publishing from manufacturing to distribution with a motive of the customer satisfaction.

Christina Biamonte (2002) the paper focused on crossing culture in children’s book publishing sector. Paper found that because of increased communication facilities for children’s book publishers to share books from any publisher from the world. Paper also found some cross cultural issues like language barriers, translation cost, content of book etc. Translation of children books was given opportunity for new market, language, cost, sales etc. The paper was given the example of Harry Potter book. This book translated into 47 languages and distributed in the world. Researcher mentioned the international children book market scenario of the countries like France, Germany, Italy and China.

Staley, David J. (2003) the paper provided a new approach of future of book in digital age. The paper traced out that, today book sales continue at remain risk. Considering these scenario researchers suggested adopting computer and new technologies it will enhance the ability to manufacture and distribute hard bound books, considering that book and its sale will continue in future days. The paper mentioned that, in future because of advanced development of information technology becomes common and book may on appears as it is now, it will take a feel of digital look with latest devices.

K. S. Thakur, Dr. D. S. Thakur, S. D. Khan (2003) the article after tracing the historical review of publishing houses and further the article highlighted the scenario of book publishing and trade in India. This article mentioned faculty wise book publication in India, book publication in world, process of book publishing, key book promoters, export import policy of books, India’s imports and exports. This article indicated the major problem behind the publishing industry that is inadequacy of financial investment. Further problems stated that, lack of trained personnel in the publishing, book selling, printing and binding industries. The article concluded that, the development of publishing industry widely depend upon the use of languages, technology, education system, purchasing power etc.
The study examines the use of innovation of new technologies like computers, desktop publishing etc. have changed ways and means of publication. These technologies have successfully reduced cost of publication. The importance of electronic media like internet, fax, email, scanner etc. brought significant change in functions of marketing, distribution of books.

G.L. Kozak, G.A. Keolelan (2003) the paper tried to point out the difference between uses of hard books and dedicated online electronic reading book devices. The paper presented the comparative study of types of books that is print and electronic. After that study provided the need of sustainable development through use of eco-friendly electronic book technology. Researcher commented that, use of print books leads to water and material requirement, air and water pollution, creation of solid waste up to certain extent.

On the other hand researcher suggested that, E – books are concerned sustainable development approach may positively adopted by minimizing natural resources. E – book also minimizes cost of production, no papers, no physical distribution, no packaging and labeling and automatically publishers may get maximum profit percentage. Researcher concluded that, for development of e – reading habit among readers there should be positive development should take place in reading devices, which will more beneficial for readers and publishers as well.

Shiratuddin Norshuhada, Gibb Forbes, Landoni Monica, Hassan Shahizan (2003) the paper discussed the importance of E – book technology particularly in distance education. Paper identified reasons, it includes students of distance education are working professionals and they have very less time to read hard bound books at one place. At the other hand, E – books are available on various devices like tablets, smart-phones etc. which was accessible at anywhere and anytime.

Authors also identified sources of E – book technology, how to develop E – books. As far as distance learning students are concerned the use of E – books improved interaction between faculty and student for overall development through virtual classrooms for teaching – learning activities.

Eric Yang (2004) the paper studied the Korean book market was introduced and accepted ‘Net Pricing Agreement’. One of the important points of this agreement was any publisher not allowed to give discount on new books within one year of its publication. But only for publication of adult books maximum 10% discount is allowed on online shopping and offline shopping.

The paper found that, especially sale of children books are depending upon discount percentage. Demand for children books majority created through television book promotion. Paper also found that, the publishers were hesitating to launch of foreign books in Korea due to some promotion and royalty issue. The paper mentioned that, being a member country of IMF overall sales of books was very positive. But in the year 2003, slightly book market was in recession due to change in political environment, Iraq war etc. Because of this many publishers focused on children book segment since it was covered more than 15% of total book market.

The paper mentioned that, the trend in children book was changed after few years. People preferred adult books instead of children books. The paper concluded with the sales was increased in inspirational books, meditation books and self help books according to customers demand.

Linda, Monica Landoni Bennett (2005) the paper examined awareness of electronic book at academic libraries in developed countries. Authors made analysis of various E – books in UK from the angles of authors, libraries, readers and publishers.

Paper shows interested observations that, some of the libraries were aware the concept of E – books but they have not implemented positively in libraries including some online resources. Authors also found that publishers, universities and even libraries are not promoting E – book awareness among the students or readers which would creates knowledge gap between manufacture to end user.
Paper traced out the practical implications, where publishers, E–book providers, academics and even librarian should focus not only on raising awareness but also on advantages for customers. Authors also recommended that, there should be sufficient supply of E–books for easily available in order to purchase it.

John B Thompson (2005) the paper studied books in digital books with reference to their evolution from the year 1980 till the year 2005. Paper also discussed various issues faced by book industry.

The paper mentioned that, due to digital revolution there was positive impact on book publishing industry especially E–book technology. Researcher pointed that, E–book was adopted by students of media, culture etc. in 21st century. The paper concluded with the future of book is depending upon publishing industry how they adopt information technology and networking.

John M. Budd (2006) the paper examined the productivity of faculty in terms of publications in higher education system. For this study extends two previous examinations of faculty publishing productivity includes the years 1991 to 1993 and 1995 to 1997. Researchers identified that, in recent years, there were some positive changes at university’s faculty members. Researcher shown interesting finding that, out of all faculty members, there were more part time faculty published more publication work.

Hai Yap Teoh, Herbert P. Schoch, Kropman Margaret (2006) the paper was an experimental study based on adoption of electronic book specifically for developed for postgraduate accounting course at Australian university. Paper pointed out that, by adopting internet as a knowledge resource that makes students very interesting and learning comparing traditional class room teaching. Electronic book will be a unique methodology for teaching-learning process.

The paper mentioned that, this experience provided valuable output for suggesting appropriate changes to hardware and software, institutions, student’s expectations. Researcher found that, on the basis of students feedback, almost all students were positively accepted E–book as a tool for learning with its all technological difficulties. The paper concluded with a positive sign of E–book as the future for teaching and learning areas in accounting education system.

Roger C. Schonfeld, Brian F. Lavoie (2006) the paper tried to mentioned the problems of print book collections in connection with maintenance of hard books and importantly in the age of digital world. The paper highlighted on the technology was used for printing and
distribution of books. Authors also identified issues related with marketing and distribution of books with various angles.

Researcher found that, readers were not as much aware about online resources even though it was available at free. Overall 52% of books deal with English language and remaining 48% of books with other language. Author concluded paper with new ideas and innovations for more use of digital resources by readers.

Scott Voth (2007) the paper studied the concept of E – book reading devices which was particularly used in public owned library. Researcher mentioned that, due to advantage of cost saving this type of libraries should take initiative to adopt and implementation point of view. This technology is cost, time and space saving so all libraries should implement it positively. At the same point individual libraries should developed strategies to use of this technology effectively.

Researcher expected that, librarians also make sure that they were practically aware about E – book and their use through reading devices. Researcher also suggested that, having E – book was not just enough; a suitable reading device is must. These devices help to improve and more titles may available in libraries for creating habit of e – reading among readers.

Lynn Connaway, Heather Wicht (2007) the paper discussed the issues caused for E – book revolution into academic libraries. The paper taken overview of E – books published between the years 2000 to 2007, it will understand factors which influenced on various libraries. After tracing out history of E – book, the paper mentioned the reasons for introduction the same. Researcher also identified barriers for this technology adoption like improper hardware, distribution, price, support provided by library etc. The paper concluded with recent trends and future of E – book.

Ajit Pyati (2007) the paper studied retrospective angle from the view of libraries and E – publishing. This paper highlighted theory of open access for E – books for qualitative research publication. Researcher also mentioned the need and importance of electronic publishing with reference to libraries.

The paper concluded with the due advanced development in the field of computer and information technology the job of electronic publishing made easy but challenging. Internet also made to reach at globe with fast it will again helpful for researcher, readers and library.
Monica Hanlon, Landoni Gillian (2007) the researcher noticed that, most of the readers are attached to physical book and its all reading habits than electronic reading. At the same time, a different sample of readers intentionally use of E – book because of many publishers adopted effective model of publishing by using information technology. Researcher mentioned interesting findings that, most of the readers don’t have as much positive approach towards electronic devices because they are unaware about advantages of E – book.

Miha Kovac (2007) the paper analyzed the role of publishing in education sector. The paper studied book publishing houses including scientific and professional books and journals between the years 2002 to 2006. The paper mentioned the evolution of digital technology from manufacturing to distribution of books. The paper found very interesting finding that, even though in digital age people still prefer to read printed books than electronic books.

The paper discussed next generation of electronic book considering reasons of slow development. Researcher concluded that, in digital environment there is market for publishing education at the same time there is need for its research oriented study.

Dahlina Daut Mohmud, Peter Sackett (2007) the paper studied the performance increased by use of information technology by Malaysia’s government publishing house. The paper examined transformation process from conventional sector into electronic sector. The paper discussed the concept of electronic publishing which reduced paper, cost of production and distribution, binding process, paper cutting process etc. The study focused e – government efforts which helpful for top management through innovative platform of knowledge and skills at all levels.

Laura Brown, Rebecca Griffiths, Matthew Rascoff (2007) the paper studied the process of publishing at university in U.S. particularly in digital age. The paper mentioned that, new technologies like CTP, printing and binding machineries have changed publishing industry. The paper noted that, there were number of opportunities for faculty members not only for publishing article in high impact factor journals but also for creating website or blog.

The paper mentioned that most of the universities maintained their formal publication from printing press of university, but it required long time for manufacturing and distribution. The paper discussed the challenges and opportunities of university press. The researchers found that, all core committee members such as administration, publishers, faculty members and Liberians they need to update and collaboration with different entities.
Researchers found the reasons for technology developments it includes scholar’s use of information technology is moving online, introduction of digital business strategies etc. Paper concluded with SWOT analysis of library with the various recommendations to improve situation of university press publishing.

Lawrence Feick, Vikas Mittal, Feisal (2008) the researcher studied the effectiveness of research publications or contributions to their salary. The paper found positive percentage of increasing salary because the faculty members were published more research to their credit. The researcher considered the salary of eight months and interviewed more than 295 faculty members.

Linda C. Gordon, David S. Kung, Harold Dyck (2008) the paper was studied the technological changes adopted by publishers. Researchers were mentioned how channels of distribution changed or modified with respect to digital environment. Majority of publishers selected Business to Customers for fast delivery and taking direct feedback from customer. Further the paper identified the model of logistic management with special reference to E – books and hard bound books. The last part of the paper highlighted on upcoming trends in this sector. Researchers also discussed issues related with copyright act, DVDs, CDs and E – books.

Magda Vassiliou, Jennifer Rowley (2008) the paper evaluated the recent concept of E – book. Researchers studied this concept from price, market, distribution point of view. The methodology of paper included 37 E – book concepts discussed critically. Paper discussed the technology related with E – book like hardware and software. The paper further discussed the challenges from print technology and other technical issues which will directly influence on digital printing technologies.

Forouzan Golshani (2008) traced out the development of digital text books with the help of three angles. The first angle was the technological angle where there was positive impact of information technology on books. Researcher mentioned that, because of new electronic world some leading publication houses offers E – book and few of them just give pdf version of book. The second angle was the business angle. In this angle researcher discussed the pricing and copyright issue related to hard bound book and electronic book. The third and last angle was cultural angle where students should acquire knowledge and information with the help of online social communities.
Michael Healy (2008) the paper conducted a survey of US publishing houses in the year 2008 to understand use of information technology and its experimentation in book publishing industry. The survey findings was 6.7% publishers deals with academic books, 6.2% deals with professional books and 5.8% deals with college books. The paper further discussed on pricing strategy, new market identification, selection of new channels, new marketing practices, adoption of new technologies, effective use of websites etc.

The papers concluded with the books are changing into digital books and audio books because of changing customer needs and wants. The concepts of innovation and experimentation were created good impact on book publishing industry in United States.

Evan Schnittman (2008) the paper introduced new marketing strategy by using information technology in digital age. The paper discussed search engine discoverability has changed book marketing practices with the help of Google Book Search (GBS). The paper mentioned innovative technologies for book publishing industry.

Brian Whitworth, Rob Friedman (2009) the paper traced out the concept of academic publishing on online including online auction, blogs, wikis, twitter and other social network. The paper mentioned prediction of social website and application on academics. Further researcher added the importance of technology for research work.

Xuemei Tian, Bill Martin (2009) the paper studied publishing sector in Australia. Researchers conducted publisher’s survey and 14 case studies with various categories. Researchers also discussed challenges of globalization with organizational and technological change. The paper practically made comparison between traditional publishers and digital publishers with their innovative practices. Researchers mentioned important functions like selection of manuscript, development of book, manufacturing of book etc.

Researcher also studied the evolution of hard bound book to E – book. This was supported not only for business models but also for supply chain management. The paper found that, to become innovative or digital publisher from traditional publisher, digitization was must adopted by using business models. The paper concluded with digitization was not a part of competition; actually it was become necessity for book publishing. The business model was mentioned increase trend in impact of globalization and technological change and new trends of delivery channels.
John Rodzvilla (2009) the paper critically studied various problems regarding portable instruments. This study was based on pilot study conducted at Simmons College in October 2008. The paper was an outcome of comparative study of various E – book reading devices like Amazon Kindle, Bookeen Cybook, Coolreaders Cool ER, Fujitsu Flepia, IREX iLiad and Sony E – readers. Researcher found that librarians used the e – readers as they would print books, they took at home and read at night, may read at computer or even smart phones. The study was very helpful to library staff particularly for using Amazon Kindle for two weeks and evaluates them for library use. By narrowing the scope to library staff, the study will not only identify the problems while reading but also tries to finding the solutions.

After tracing information about E – book and E – readers, researcher highlighted the issues for librarian. The issues for e – reading devices was differing from device to device subject to their features. Researcher mentioned that, while purchasing from traditional print media, customer may purchase the content separately on the basis of media, music, video, games etc. But when it comes to E – book is not available in physical format so obviously this will only exists on the particular device only and it will be distributed through only company’s servers. The paper concluded with though the library has two devices for e- reading but currently seems outdated compared to latest one device in market.

Neil De Young (2009) the paper studied selling of books through various online shopping websites. The paper critically analyzed Amazon’s business practices and also studied shifting paradigm business model in publishing industry. The researcher concluded with Amazon has generated high market share through mergers and acquisition. Researcher found that there was shifting movement where 80% of trade book business was deals in digital download.

Vladimir Grigoriev, Svetlana Adjoubei (2009) the paper was an outcome of survey of book publishing houses in Russia. Researchers studied comparative data for last two years in Russia. The paper discussed the challenges particularly decline reading in young generation sector.

Paper mentioned publishing industry statistics very precisely. Researcher found that in the year 2006, more than 1 Lack books manufactured having 633.5 million copies. In 2007, 1,09,000 titles published with 665.5 million copies total print run. Researchers also mentioned the problems faced by Russian book market such as, price formation, channel conflict, distribution channels, more domestic titles etc.
The paper highlighted the current Russia’s publishing industry’s scenario. Paper pointed out that, currently more than 5,000 publishers running business of book publishing in various languages, faculty etc. Paper found interesting findings that, 52% adult population do not buy any type of books. The paper further mentioned that, currently Russia was facing the electronic media, digital publishing in a positive way.

J. Costa-Knufinke (2010) the paper focused implementation of E – books by publishing industry in Spanish. After traced out book market conditions of Spanish, the paper discussed the importance of electronic book in digital publishing. Researcher mentioned that, most of the publishers adopted E – books with their advantages and distributed to customers. The paper studied the problems of E – books from publishers as well as readers point of view. The paper concluded with the overview of current situation of Spanish publishers in relation to E – books.

Hejie Chen, Yutong Sui (2010) the paper discussed the concept of service science in digital publishing industry. According to researcher to sustain into market for long run the services provided by publishers in a scientific way. Paper mentioned that, services rendered may be monitored and even supported by website. Researcher pointed that, some new concepts in digital publishing like online publishing, e publishing etc.

Wang Luh-Wang, Ho Hui-Yi (2010) the paper identified the issues of digital publishing industry in Taiwan. Researcher found that most of publishers not make investment properly because lack of capital, lack of entrepreneurial skills, decision making abilities, lack of management skills etc. and even readers have very poor response towards online payment for reading and other factors in digital publishing era. Researcher further added that, the government indicated that, publishers adopt new strategically decisions positively. The researcher also made personal interaction with 10 leading publishing houses in Taiwan and come up with 6 business competitive strategies for become successful leader.

B. Trippe, Karwn Golden and David R. Guenette (2010) the report provided a new approach of seven essential processes for reinvent publishing. The process includes planning, editorial, fixation of royalty, production, packaging, marketing and customer support. This report was presented an overview regarding the type of publisher, E – book market analysis and review etc. Researcher suggested the expected gross revenue from E – book publishing. Researcher also noted the SWOT analysis of publishing houses, customers and reading devices from different angles.
This report also examined the usage of outsource services for hard bound publishing, researcher found that for editorial stage more percentage of usage of outscores is required. On the other hand for uploading content on website or mobile application more percentage is required. Researcher also studied that, for promotion and marketing activities the publishers spend more percentage on two things; firstly on website of publishing houses and secondly on social networking sites likes blogs, Twitter, Face-book etc.

Ulrich Herb (2010) the paper discussed the social responsibility parameters for publishing industry. It related with arguments, financial arguments, social arguments, democracy arguments and socio – political arguments. The paper further added that, various agencies, associations and institutions release grants specifically for research activities. The paper mentioned with the figure that, most of the interested persons prefer scientific journal having good impact factors. This will helpful for their research or academic purpose.

Erin Carreiro (2010) this paper has discussed the concept of E – book. Researcher critically explained that, some publishers feel that, there will be fewer sales due to new technologies. Researcher also examined the innovative advanced technologies are forcing publishers to adopt E – books, websites, online shopping etc. Further paper discussed challenges and possible solution for E – books. Researcher also provided case study how publishers are changing by using new technology. The researcher has evaluated future trends and predictions of publishing industry on the basis of readers changing styles and latest marketing practices. The paper concluded with the E – book technology will change the future of not only publishing houses but also for customers also in terms of devices and updated software’s.

Joseph J Esposito (2010) the paper mentioned five stages of book publishing. These five stages describe a transformation from traditional model through range of development using online media. The five stage model includes bricks and motar, print, indirect or channel sales, discrete object, online, digital product (E- Book), direct marketing and subscriptions.

Jay Stu, Shih Chun Chou and Yuting Lin (2010) the paper focused on the factors which may influence for adoption of E – book. Researchers tried to critically compare of before and after adoption of E – book. The paper traced out the why E – book readers prefer reading devices. This study emphasis on two methods first was behavior of consumer and secondly, personal
interaction with consumer to know which influencing factors makes delight by using reading devices. Paper found that, the adoption ratio of using E-book reader was depend upon features provided by reading devices.

Liao Shin, Pan Yi-Chen (2010) this paper explores various kinds of ethical qualities among staff at publishing sector. Researchers traced out history of this industry and also identified recent trends in industry with the help of questions. Researcher concluded that, traditional way of publishing should changed with latest and advanced technology for not only for manufacturing but also for marketing including customer support.

Alain Lamothe (2010) the paper studied the E-book usage at Laurentian University, Canada in the year 2009. The study focuses how the E-book collected and what will be the direction for further collection development. Researcher found that, the flow of sales of E-book was increased particularly in 2007.

Andre de Melo Araujo (2010) the paper critically examined the past, present and future of books with respect to changing reader’s expectations and market conditions. Researcher identified the importance of E-book in the market. Now a day's E-books are available at cell phones, Amazon etc. After traced out about E-books, researcher also identified that, because of the digital revolution the survival of print book in market become very difficult task day by day.


Patience Ziramba (2011) this paper identified the impact of ICT’s on printing industries in Zimbabwe. Total sample sizes of 8 respondents were studied. All respondents were aware about emergence of ICT and able to forecast of their efficiency, quality and effectiveness into actual operations. After traced history of printing, researcher mentioned the role, importance and advantages of ICT’s and digitization in printing industry. The paper identified the major development of printing industry, digital printing model. Paper concluded with digital printing with the help of ICT’s in future digital age.

Kornschnok Dittawit, Vilas Wuwongse (2011) the paper developed RDF based platform particularly for E-book publishing. The paper mentioned importance of E-books and tablets for more reading experience. Researchers pointed that, the main reason of failure of E
– book was lack of proper information technology support and features. On the basis of this situation researchers introduced such a new system which helps reader and publisher for more quality performance. Paper concluded that, because of advanced system and latest tools the RDF platform used by publishers and readers for joy of e – reading.

B. Fulton, J. Bradley, M. Helm, K. A. Pittner (2011) the paper traced out non-traditional way of book publishing. The paper discussed various types of non-traditional publishing; it includes publishers of royalty-free content, authors as publishers, the self published hard bound book, the self published electronic book. The authors also mentioned the important concept of enhanced E – books, Print on Demand (POD), focus on print. The paper concluded with changing environmental factors and recent changes in publishing sector. After discussion author discussed the definition of open access. The researchers also critically analyzed progression of open access publishing.

Scott Abel (2011) paper studied the drastic changes in book publishing industry. Researcher suggested to traditional publishers must adopt new technologies to sustain in the market. Paper discussed that, according to need of customer’s book publishing industry was changed accordingly. The researcher was given example of Apple. Paper concluded that publishers should think differently and act positively towards customer satisfaction.

Nancy M. Foasberg (2011) the paper conducted survey of students using electronic reading devices in New York. The survey studied how many times they use and the purpose behind it. The survey found that little percentage of students prefers reading devices. The paper shows interesting finding that, such students initially go for E – book reading and after some time continue to rely on print for further reading. The researcher also mentioned that, due to high price of electronic reading devices students not interested for purchase and reading purpose.

The results of this survey are, 23.5% students read E –books regularly, 74.0% students do not read E – books and 2.5% students don’t aware about E – books. As far as devices was concerned, 15.7% students used dedicated E – book reader devices, 84.3% students used other devices for the access of E –books. Then E – book reader brands owned by students was concerned, 46.4% students used their own Amazon Kindle, 25.0% students used their own Barnes & Noble Nook, 17.9% students used their own Sony Readers and 10.7% students used their own other branded and non branded E – book readers.
The study also mentioned the sources of E-books. According to this survey, 54% E-readers users get E-books from specific popular store, 16% get it from open access repositories, 15.9% get it from public libraries, 14.3% get it from independent online retailer, 6.3% get it from other sources and 1.6% get it from campus libraries. The paper highlighted various features of E-book readers like no wait for shipping, no out of stock, multi-media, speaking facility, environmentally friendly, space utilization etc. The paper also studied disadvantages of E-books like prefer to print, interface, privacy, price, not convenient to read etc.

Bansal, Gaurav (2011) the paper studied the E-book usage. The paper mentioned findings customer is not as much aware about environmental policy so automatically the hard bound books selected by them instead of E-book. Some personal and psychological factors induce to purchase hard bound books. Researchers identified decreasing trend in hard bound books whereas the positive attitude and preferences towards E-book usage. The paper concluded with, for worldwide use and adoption of E-book among customer there should be publicity made for green environment.

Dwight J Kravitz, Chris, Baker (2011) the paper provided new model of scientific publishing. Researchers discussed the issues involved in publishing and also made scenario of today’s publishing methods from history review with latest functions. The paper discussed the direct and indirect cost incurred in process of publishing.

A. Armellini, M. Nie, K. Barklamb, Gabi Witthaus (2011) the study focused on how to enhance learning opportunities of E-book readers for distance students or users. The study found interesting finding that, students learning experience was acceptable by such students positively. It includes enhance study in daily business hours, improved interest in academics. Researchers concluded with pros and cons of E-book reading devices.

Patrick Behar, Laurent Colombani, Sophie Krishan (2011) the report provided overview of the digital reading devices with an additional distribution channel for publishing industry. Further the report included information regarding online reading devices, book market share in various countries, market share of E-book purchased etc. After tracing the reading devices review, the report highlighted the evolution of the profit pool of book publishing in USA and France with a comparison of hard bound books and E-books with the relationship between authors, publishers, manufactures, distributors and retailers. The report concluded that, the future of publishing should be from digital books to digital publishing with the help of latest technology, selection of proper electronic devices, satisfying reader’s needs.
Ana Catarina Silva, Maria Manuel Borges (2011) the paper developed the new concept of hybrid publishing. Hybrid publishing includes the combination of electronic and print process. This study discussed adoption of methodological tools and communication and information flow. For this researcher mentioned critically study of old style of publishing and modern publishing.

Paper focused on designing programme not on shape of book, but its regulations. Researcher pointed that, this hybrid publishing will only feasible reference to qualitative contents of the book title. The paper concluded with publishing industry was invested more investments in capital and organization for effective implementation of hybrid publishing schemes.

Chen Xiaomei (2011) the paper was based on only English language summary report conducted in China based on book publishing industry in the year 2010. The paper found that, in 2010 there were drastic changes took place due to key leading publishing houses and individuals have changes their roles positively. The more capital investment and shares as well as growth of mobile phones were major reasons for transformation at Chinese publishing industry.

Paper discussed the concept of digital publishing with digital market. Research mentioned that the emergence of online shopping websites which deals not only for FMCG goods but also for books in various titles. Paper highlighted the important issue faced by publishing industry that is digital copyright issues. Researcher also mentioned that in this market other than local language that is Chinese so many other foreign languages books also available in book market.

Frances Pinter, Laura White (2012) the paper focused on the strategically business plan for publishing houses. After traced out the history of publishing house, the paper defined new opportunities and challenges in digital age. The paper discussed various issues such as copyright, licensing terms, open access, digital manufacturing and effective steps should undertaken for use of digital books. The paper concluded that, rapid development of information technology and changing trend of customers changed the face of book publishing industry.
Kristen M. Maceli (2012) the paper emphasizes the impact of changing preferences of consumer and future of the publishing industry. Researcher found that, publishing industry continuously changing and adopts new technology to attract more customers. They further argued that, for maintain position in market publishers improve supply chain channel effectively to compete others. The research paper discussed the sale of E – book and its effect on hard bound book.

Paper also made difference between advantages and disadvantages of traditional textbooks versus digital content. The paper initially provided an overview of publishing industry. Further paper discussed the strategy of pushing the product in market with some references. Researcher also identified the alternatives to traditional / hard bound textbook by mentioning the expected prices for digital textbooks significantly lower than printed textbooks, which will continue to stimulate the sales of digital textbooks. This paper concluded with an teaching case study related with current changes in the publishing industry. Paper identified the flow chart of management of E – book and its procedure with reference to libraries. The paper focused on the effective collaboration of libraries, vendors and publishers in future. Stages of E – book management development are developmental policy, fixation of budget, selection of topic, license procedure, dispatch, marketing, monitoring, review and updating.

Xuemei Tian, Bill Martin (2012) the paper identified recent developments in publishing industry like internet publishing, information technology, marketing, distribution, place etc. Researchers focused the sustainability as relationship with profit making and creating ethical society. After considered the evidences regarding principles and practical challenges of sustainability, researchers developed system for publishers to sustain in competition.

Paper discussed environmental issues in book publishing. It includes paper, ink and carbon footprints. Paper further discussed some operations in publishing sector. This includes data management, supply chain, partnership, marketing, returns, and human resource management. The paper concluded with the concept of Digital Rights Management (DRM) and explained how invention is helpful for sustainable development of this industry.

The publishing report (2012) the report discussed the market survey of Germany, France, Italy, Spain and United Kingdom. This report highlighted the major technological development with reference to digitization concept. It includes e – paper, audio books, videocassette, DVD’s, CD’s. This paper mentioned the publishing value chain in detail from reading, editing, designing, proof reading, printing to binding process. The report provided new approach of online shopping with the help of internet.
The report identified the e-book market share in European countries from the year 2008 to 2014. It was mentioned that the sale of hard bound book is more than e-book sales, but e-book market share was increasing slowly. Further report compared strengths and weakness of publishing industry. The report traced out the distribution of books where booksellers showed 24% whereas internet sales showed 10%. In category wise, Children’s books showed 24% whereas scientific books showed 5%. Further report discussed public policies and government regulations regarding publishing industry. The report also discussed privacy and copyright issues of books. The report concluded with VAT regulations and future development of books by using information technology.

Jih-Yiing (2012) this research towards design for digital publishing on mobile devices. Thus the paper proposed a generative design framework. This framework comprising three tools that is template extraction tool, design exploration tool and packaging tool is capable of providing non-programming application publishers an easy environment to design their application at the abstract user interface level. This paper also discussed that, such good mobile application providing rich interactive user experience is time consuming due to designing cost, communication cost and mobile technical issues.

Peter May, Rita Yam, Denis Saunders, Lyubomir Penev, Bela Tothmeresz, Joseph Tzanopoulos, Michael Samways, Dirk Schmeller, Gary Luck, Ingolf Steffan – Dewenter, Isabel Sousa – Pinto, Hugh Possingham, Simon Potts, Adeline Loyau, Yu-Pin Lin, Pavel Stoev, Loyau, Jukka Simila, Martis Sykes, Irene Ring, Chris Margules, William Magnuson, Andreas Huth, Petr Keil, Michael Kleyer, Szabolcs Lengyel, Romain Julliard, Yrjo Haila, Johan Kotze, James Pryke, Yiannis Matsinos, Bernd Gruber, Malgorzata Grodzinska – Jurcak, Klaus Henle, Douglas Evans, Pierre – Yves Henry, William Kunin, Jean Clobert, Sandra Bell, Christoph Goerg, Lluis Brotons, Simone Sommer (2012) the paper identified the new concept of nature conservation related with open access publishing. Further researchers mentioned challenges of innovative publishing. Digital publishing is the new form of publication which was popularly among online readers. There were number of reasons for publishing houses to change their publication models and methods. It includes strong demand of scientific community that is reader or customer, quick discovery, integration, reuse and dissemination of research data without any type of loss or using internet.

Veronika Licher (2012) this report presented trends and developments in German publishing industry in the year 2011. The report included how German Publishers and Booksellers Association with wholesalers tried for new services to adapt challenging changing market.
The report discussed copyright issues, E – commerce, review of children books, mergers and acquisition etc.

Hal Robinson (2012) the paper focused on the concept of digital publishing. Researcher pointed out that digital publishing allows publishers to cultivate consumer communities based on better understanding of customer’s interest, on which publishers can build consumer loyalty and trust. Researcher suggested that by adopting digital publishing techniques, publishers can maximize the value of the content that they own for effective marketing activities. The paper found interesting findings that; some publishers were working more innovatively, cost effectively and productively in the digital environment.

The paper introduced model of an information ecosystem which illustrates how consumer community market place works. Digital marketing also operates with this information system. Researcher studied the problems of digital publishing and to overcome these, they suggested another new publishing model which was based on facilitating the dynamic publishing ecosystem. This model was depending on four points – coordination is essential for making the most of this new publishing ecosystem, cultivation and duration of content and content creators, communication – information – sharing gives the ecosystem vitality and last the convergence of different media increases diversity and dynamism. The paper concluded with to effective digital publishing publishers encourage consumers to communicate, listening to consumers and cultivating the content where consumers are interested.

Daniel, Nicolas, Evaristo, Emilio (2012) paper focused on publisher’s goodwill by using book citation index. The approach of book citation index was available to all publishers. Researchers presented their views on various faculties like arts and social sciences, law, humanities with 6 scale points. The paper studied various impact factors from different point of view.

Tecnam Yoon (2012) paper discussed the concept of beyond traditional reading in a class with the help of E – book adoption. The paper studied after use of E – book whether vocabulary increased or not and whether really English learned or not. For the research, researcher interviewed 62 schools selected and studied. For the evaluation of ability and quality the questions more than 25 asked to students. The study has shown interested findings that, vocabulary skills and English proficiency was enhanced very positively.
After traced out literature of review, researcher mentioned characteristics of E-books. It includes functionality, expediency, price validity, convenience and portability, rapidity, storage, interaction, printability etc. This paper proved that learning through E-book will definitely increased the interest among students.

Brian Jud (2012) the paper emphasizes on more sales of books to non book store retailers. The paper studied that many book publishers used the traditional distribution channel including independent bookstore chain and online bookstore. Researcher mentioned that, at the same time they not able to identify great number of opportunity to increase unit sales and profitable revenue. Researcher has discussed five factors to be considered before deciding whether to sell books to discount stores it included the content of book, the skills and desires of the author or publisher, benefits to book store, the purchasing practices of the industry and the financial resources.

Researcher suggested that earlier sales of book created through only book store only but now supermarket or shopping mall and gift stores is a new option is available. The paper found the ways to reach supermarket and gift market like direct marketing, sales representative group and trade shows. The paper also discussed how to submit books to retail buyers and hints for selling to retail stores with current marketing practices.

Trisha S. Vohra (2012) the paper was outcome of 27 interviews conducted with professional publishers from the publishing industry in India. The paper studied all new formats and technologies about publishing, reader’s awareness and technical know-how. Researcher discussed vital issues like the impact of globalization on the publishing industry and also incorporated different points from various angles.

Joya Anthony (2012) the paper studied the challenges of E-book growth in international market. Researcher mentioned that, the market share of E-books in US was increased drastically to 20.2% in 2011 from 6.4% in 2010. The paper discussed that, key international market included Germany, France, Spain and Italy; the market share of E-book in each country ranges from only 1% to 2%. The emerging market which includes Brazil, Russia, India and China; the percentage of market share of E-books was less than 0.5%. It was 1% in Brazil and 0.05% in India.

The paper found major challenges of E-book growth with reference to international publishers such as the availability and affordability of such equipments. The researcher examined the challenges of the countries like Germany, France, Spain, Italy, Brazil, Russia, India and China.
As far as India was concerned, before the year 2012, Indian publishers were distributed books through local E-book distributor. The online store called ‘Infibeam’ which was founded by former Amazon employees, offered all 5,00,000 of their E-books in English language. Amazon entered into Indian E-book market in February 2012 with the help of e-commerce site called ‘Junglee’. Currently Amazon has its official website and number first online shopping website in all types of goods and services. Kindle store was made available with 1 million E-books available for download.

Further researcher have taken overview on affordability of E-reading devices in international level such as US, Germany, France, Spain, Italy, Brazil, Russia, India and China. Especially India concerned, only Amazon Kindle and Apple’s iPad are available in E-book market.

Ian Mcdermott and Frin C. Dunigan (2013) the paper emphasizes the next generation of publishing industry. The researcher also pointed that, any commercial publishers and distributors including private book shops must interact readers to find out changes in publishing world. This paper also highlighted the concepts like E-book, other digital formats, online shopping, digital publishing etc.

The Book Market India (2013) report has targeted on the Indian book market. This report discussed about distribution and retail, online book retailer, traditional book retailer, book sales etc. Further report analysis conducted on digital initiatives in India. Report mentioned that, currently the market for E-book is small but increasing slowly. Researcher pointed the problem that, currently E-readers are very expensive in India in terms of devices and technology. On the positive side, publishers feel the digital market will grow in India given the increasing sales of devices which support E-books like smart-phones and tablets. The report concluded that, currently India is biggest market for E-books particularly in higher education sector.

Yu (Jeffrey) Hu and D. Smith (2013) paper studied the channel of distribution of E-book between April and June 2010. Researcher found that, small development in hard bound sales and less in E-book sale. This effect because of consumers brand awareness and digital channel preference. Researcher added that, due to modern technologies logistic management have changed their structure. This paper found that, there is great impact on sales through digital innovation.
Michael Parker (2013) the paper focused ethical publishing for open source. After taking literature review the paper mentioned arguments for and arguments against the topic. This paper discussed about the legal references as a ethics for publication particularly copyright, goodwill, patents etc.

Manasi Subramaniam (2013) the paper studied the policy and current practices related to Indian children book sector. The researcher mentioned that, for this sector piracy is biggest problem faced by all type of publishers. Paper also discussed new opportunities available considering customer preferences for sustainable development. Scope of this research limited to boundaries of India.

The paper noted that, according to publisher’s opinion, the child book market segmentation for English language accounted for nearly 14% imports which was highest percentage in overall segments. Researcher suggested that, due to various festivals in India, there were tremendous growth in publishing industry; at the same time there were plenty reasons to expand the business opportunities even in foreign countries.

Further paper discussed that, this type of publishing sector focused only primary level. The majority of children’s book was connected to syllabus up to certain extent. The most favorable reasons were parents more expectations, schools demand, competitive environment was contributed so positively. The paper concluded with the best marketing strategy which was implemented as far as children publishing industry that is packaging. Researcher noted that, the cover page must be colorful, various shape, slogans, cartoons will helpful for marketing point of view.

Shiou C. (2013) this paper found problems in Taiwan’s publishing industry like government regulations, qualitative content, E – book title availability, E – book price and reading devices. The survey results shown that sale of E – book was very poor. Research examined this situation and found the issues, there was advanced devices not there in Taiwan’s market. Paper discussed the detailed process of E – book publishing process. This study identified that, for all E – book reading devices personal computers are used by most of the customers.

Valeria Hodge, Maribeth Manoff, Gail Watson (2013) the paper divided into three parts; issues of scalability, struggles and solutions for individual E – books, struggles and solutions for E – book collections. The researchers developed the E – book collection life cycle in collaboration with various departments for access to E – book. This model includes research
collections, electronic resources and serials management, library business services office, purchasing department, legal department and library system department.

The paper concluded with each day will brings different and new types of E–books and packages with its features, new modes and methods of acquisition, structural departmental changes and methods of communication in library system across the university. Finally researcher noted that, to overcome of changes there is a focused and flexible need for true implementation of electronic books.

The Evolution of the Book Industry (2013) the report mentioned that, the book publishing ecosystem, changing role of publishers, digital publishing etc. This report identified impact of E–books on hard bound books. This report also studied the factors for hard bound book purchasing decision. Finally report discussed the changing mindsets of consumers in current days.

Gerson Ramos (2013) the paper studied the evolution of the Brazilian publishing market. The paper discussed market research information from the year 1995 to 2013 with historical developments. The paper also focused on challenges in the distribution and retail sales channels. Paper mentioned that, on the basis of the National Association of Libraries (NAL) conducted survey in 2011, there were 3,400 book stores across the country. Out of which only 676 stores in city and more than 5,500 stores in municipalities was existed in Brazil. The paper concluded with Brazilian economy was growing day by day because of positive transformation in their publishing industry.

Daniel Kalder (2013) the paper emphasized the market environment of publishing industry in Russia. After traced out historical review, researcher conducted personal interview with leading publishers since 2010. The paper studied the global issues towards the industry such as quality content, piracy, proper distribution system, digital publishing practices, lack of foreign investment etc. The paper discussed that, in the year 2012, the Russian book E–book market offered more than 50,000 title, another biggest unofficial library in Russia offered nearly 2,00,000 titles. On the basis of publishers opinion researcher strongly commented that piracy was extremely affected sales.

The paper further discussed that, the paper book economy fully depend upon print run. In Russia, the total print run of books was declined due to recent economic crises over the last 10 years. Researcher mentioned that, in the year 2011, the average print run was less than 5,000 copies considering there were approximately 3,000 book shops in Russia and it was continuously decreasing. Researcher pointed that, in such situation the only one alternative
increase sales that is digital publishing which may reduce expenditure of manufacturing and distribution.

Further the paper included the overview of Russian E – book market share. The researcher quoted that, E – book share was very poor. Considering the developments the growth rate of 120% noted over the past 2 years. The interview showed that, piracy was a serious issue and approximately 90% books are downloaded from various pirate websites. Researcher also noted that, over last 2 years the legal publications was increased from 10,000 to 50,000 titles. But again there will be need for creating business models for to sustain in the book market in Russia.

Audrey Laing, Jo Royle (2013) the paper studied the buying behavior and experiences of customers in online book selling and also discussed the difference between online and offline (traditional) book selling practices. The paper found that, customers preferred online book shopping because of great convenience, variety of range, easy access to titles, personalized recommendations and customer views. The paper highlighted the concepts of consumer behavior, E – marketing, E – commerce. The researcher conducted survey of 156 questionnaires of online book shop users including in-depth interviews with owner of book shop to know the online and offline strategies.

Researcher found very interesting findings; it included frequency of online visits. 35.2% visited weekly, 28.4% visited more than twice, 14.8% visited everyday, 11.4% visited monthly and 10.2% visited less frequently than monthly. 45.5% time spent on online visits, 40.9% spent ten minutes, 8.0% spent one hour and 5.7% spent more than one hour. Researcher discussed that as buying behavior was concerned, 79.5% deals with good prices, 71.6% with range of books and convenience, 53.4% with fast delivery, 52.3% with customers review, 29.5% with special offers, 18.2% with look of web site, 12.5% with absence of others. Researcher also studied consumer behavior difference between in online and offline bookshops it showed as below –
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<tr>
<td>1</td>
<td>Browse then purchase</td>
<td>76%</td>
<td>Look for specific books</td>
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<td>2</td>
<td>Just browse</td>
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<td>3</td>
<td>Look for a specific book</td>
<td>40%</td>
<td>Look for something and fancy</td>
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<td>4</td>
<td>Visit the coffee shop</td>
<td>32%</td>
<td>Look for bargains</td>
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<td>5</td>
<td>Meet friends</td>
<td>3%</td>
<td>Get ideas for browsing in trade shops</td>
<td>39.8%</td>
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<tr>
<td>6</td>
<td>Write letters, work, read paper</td>
<td>1%</td>
<td>Just browse</td>
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(Table No 3.1: Consumer Behavior Practices)

Researcher found that, majority of customers likely to buy at traditional stores (59.1%) and also opposed to online stores (10.2%). 62.5% customers planned for online buying, 26.1% unplanned and 11.4% showed no response. Researcher further discussed the qualities influencing online purchase such as author (62.5%), subject (53.4%), newspaper review (37.5%), online recommendation or review (36.4%), discount or offers (27.3%), TV or radio advertising (19.3%), cover page (6.8%) and promotional display (5.7%).

Researcher surprised to noted that, almost 57% of online bookshop users checked book availability online and then actually purchased at traditional book shop. The reason behind was behavior was the desire to check the book physically, ensure the content by referring few pages. Researcher also noted that, 69.3% of traditional bookshop users check book physically in store but purchased at online. The reason behind it was offers and discount available at online shopping website. The paper concluded with the traditional publishers must get digitalized through website with attractive offers and large range variety options.

Emma House (2013) the paper examined the challenges faced by US publishing industry and the opportunities in the digital age. The paper identified the key concepts such as value of market, consumer publishing, academic publishing and children publishing. The paper discussed about importance of copyright into business and developing role of publishers. The researchers identified the major opportunities in digital world like introduction of Apps, promote authors corners, use of social networking websites and E – book policy. Researcher further discussed about challenges faced by UK publishers like lack of copyright practices, innovative practices to attract more readers and supply chain management.
Researcher provided new approach called mergers and acquisition to become more powerful and sustainable into market. In US, Penguin, Random House and Pearson were leading competitor for each other. Researcher noted that, there was merger of Penguin and random House which was shown interesting market share Person holding 47% share and Random House holding 53% market share. Researcher suggested few steps for consumer publishing like digital books, Apps, subscription books, crowd funding and advertising funding.

Corinna Norrick-Ruhl, Anke Vogel (2013) the paper studied green publishing in Germany. Researcher mentioned that, this becomes green publishing movement in Germany. Researchers mentioned that, wastage in terms of paper and ink are main factors of polluters. Researcher further discussed that, publishers may use of eco-friendly paper, recycled or acid-free paper. Researcher noted that, electronic publishing may treated as green alternative and this may reduce environmental harms to society. One of the very important point mentioned by researchers, this sector promised about immediate delivery of book anywhere in country. Researchers studied that, books are delivered by only trucks. It leads to pollution in extensive form.

Frank Thurmann (2013) the paper examined digital evolution in book market from a distributor’s point of view. Researcher mentioned that Germany’s given the fully acceptance and spread of E – book in their book market. Researcher found that, local readers prefer to read traditional ways. The paper noted that, biggest book distributors in Germany were establishing multi-level marketing activities with the help of websites. Researcher found that, the E – book market share of Germany was 2 – 3% whereas US having over 20% and UK having more than 15% E – book market. The paper studied the change in book value chain in Germany. Earlier authors, agents, publisher distributors, wholesaler, retailer and finally to reader was a working flow implemented. But due to digitization, there were no as such big gap between publishers to reader with the help of E – commerce.

Researcher identified three major distribution strategies for survival it included do everything to support retailer and from publishers side to maintain large number. Add more and latest value to supply chain to support core business activities. Ensure cost and performance leadership in any activity. Researcher found change in sales channel due to internet, long supply chain, supermarkets and E – books. Researcher also studied share of sales channel in digital distribution, Amazon (56.2%), Apple iBook store (12.4%), Libreka (9.2%), Thalia (8.9%), Libri (4.9%), Ciando (2.9%), DiViBib (1.8%), Apple Appstore (1.2%), KNV (1.2%), Kobo (0.4%), Weltbild (0.3%) and Sonstige (0.5%).
Kiyoung Chang (2013) the paper studied trends in E-book industry at Korea. The paper taken review of leading international players in E-book industry like Amazon Kindle, Apple and Google. The paper discussed 20 year history with focused on smart phone and E-book. Researcher found that since 2011 there were fundamental changes took place in E-book industry and smart phone industry as well. Approximately in 2012 Amazon’s Kindle launched dedicated device in Korea. Korea was also popular for large manufacturing of smart-phone and PC’s.

Researcher also presented statistical information to find out changes in E-book and smart phone. The international level market segment was games reached 30.1 billion dollars, education accounted for 15.2 billion dollars, music for 9.2 billion dollars and E-book for 8.9 billion dollars. The paper discussed that E-book content was increased from about 1,00,000 to more than 1,50,000 titles. The sale of E-book was increased by 10% of hard bound books sale. Number of E-book companies was also increased. Large companies was entered E-book market segment of small and medium size companies. Researcher mentioned that, in 2012 33.73 million people used smart phones in Korea.

Researcher pointed that Amazon and Apple was pioneers in E-book industry. After that, Samsung and Google entered with Android operating system comparatively less cost. Researcher has taken review of Korean digital market share in 2012-2013 which showed that, Apple, Amazon, Google, Samsung and Microsoft was 18.8%, 68.8%, 68.8%, 68.8% and 2.5% respectively.

Ya Lei (2013) the paper focused on the role of Amazon’s Kindle in China. The paper studied current status as well as opportunity and threats of Amazon in various aspects like long run, policy, willingness to pay and competition. Researcher was made the conclusion that, Kindle missed the market entry strategy in Chinese book market. The paper mentioned that Amazon was still popular due to the government policy. Further paper discussed about this policy, in China piracy, low quality E-books, price competition. Researcher noted that, the total online retail shopping was increased 880 billion Yuan ($140 billion), comparing 70% exceeded to last year. Further paper noted that, Amazon was only one online shopping website ranked 6th for 2.3% of the Business to Customer (B2C) online retail market.

Patricia O’Sullivan (2013) the paper attempted to find the future of digital book publishing. The researcher was conducted personal interviews with 19 innovative E-book business leaders. The paper was highlighted the concept of green marketing, digital publishing, E-book, audio book, new distribution channels etc.
Sanpet Panusbordee (2013) the purpose of the paper was to verify satisfaction indicators with reference to online reading technologies and its comparison to six different countries. Paper was an outcome of survey of 430 readers through questionnaire. At the same time, researcher came to know that, hard bound books are not light weight and affordable. Researcher also commented that, the purchasing decision for E – book reading devices sometimes become difficult job for making product selection may be because of price, quality.

Researcher mentioned that, Thai government’s policy enforced adoption of E – book reading devices in schools. Researcher found that, in Thai’s 70% readers prefers Apple and remaining 30% market share was dominated by Samsung Galaxy Tab. Further researcher added that, due to globalization while selection of E – book reading devices consumers given preferences to personalized needs.

German Office (2014) presented the report on ‘Perspectives on Publishing in India – 2014-2015’. This report focused on latest trends in Indian publishing and various opportunities in the Indian market. This report included the emerging topics in India like self publishing, digital distribution, physical distribution, book pricing, value added tax, copyright law, E – commerce, book fair and association, mergers and acquisition etc. This report is outcome of survey, which said that, in Indian market, school and University text book share is highest that is 40%. On the other hand, dictionaries and reference book share is lowest that is 3% only.

This report found that, 55% of publishers publish in English and remaining 45% publish English and regional language. 33% publishers are also distributors. 66% distributors feel that, print consumption is growing. 44% of MNC’s saw lower demand for all foreign books. Publishers and distributors voted direct to customers and high marketing investment are key revenue drivers in India. 65% of respondents claimed to communicate with their customers on social media on regular basis. 62% publishers are currently publishing E – books, 16% are publishing online videos / tools / study material and only 5% are publishing their own applications. This report identified that, approximately 50% to 60% book piracy dominated in Indian book market.

This report highlighted the positive growth of E – commerce by way of online shopping and E – book technology. This report also traced out the major challenges like awareness of piracy, inventory management, discovery of books, lack of awareness and visibility for new books particularly published by small publishers.
James Mulholland (2014) paper briefed about learning outcomes from book publishing industry. The paper discussed manufacturing process of academic publishing. Researcher expressed his experience in terms of practical and theoretical with reference to various aspects of publishing industry. It included how to select a publisher, how to right book proposal, submission of manuscript, copy editing and proof reading practices, design a book, distribution of books into market with publicity. The paper mentioned important functions of publishing industry with researcher’s expertise.

Duncan Mwangangi Matheka, Joseph Nderitu, Daniel Mutonga, Mary Iwaret Otiti, Karen Siegel, Alessandro Rhyll Demaio (2014) the paper initially explain about open access publishing, overview of access to research publications in Africa, role of libraries, universities and other institutions. After tracing out recent developments related to open access publishing policies in UK, this paper highlighted the current status and future challenges in Africa particularly in Canada.

Researchers also suggested it will lead research activities in Africa and also tried to improved African researchers into global research environment. It will enhance social, economical development in Africa in positive way. For this paper noted some offer recommendations to overcome challenging implementation in Africa, self or jointly funded research proposal taken by African government with the help of developed countries like UK, USA.

Pierre Danet (2014) the paper focused on the future of publishing. The paper discussed the risks and opportunities faced by publishing industry because of digital transformation. Researcher also discussed the emerging trends in printing technology. The paper studied advantages and disadvantages of web technology platform. The paper highlighted quality features of E – book like control over header and footer, high quality graphics, drop caps and font management. The paper further mentioned the difference between E – book and printed book with the help of features. The paper concluded with the future of publishing industry was linked with open web platform. This platform will enhance reading experience with the help of technical developments.

Imke Reimers (2014) the paper suggested piracy protection in book publishing in digital age. The researcher mentioned that, because of digitization cost of distribution become very less providing option of download. At the same time, this may lead to online piracy. The paper studied the effects of illegal distribution of books on regular book sales for various types of books.
The paper also studied compare sales of same books with and without piracy protection. The paper concluded that, piracy is the biggest challenges faced by book publishing industry. To control over this problem piracy protection techniques must be implemented by book publishing houses.

Christopher Buschow, Isabelle Nolle, Beate Schneider (2014) the paper critically studied reasons for E – book adoption in German. Researcher agreed that German book publishers must adopt innovative practices. The latest and new technologies were not adopted by German publishers. The paper pointed that even though second biggest book market at global level still around 2% of E- books available. After analyzing situation, researcher focused on identifying variable which create influence on publishers for selection of E – book publishing.

Researcher found that, from the macro perspective structures, resources, culture and communication factors identified. Researcher found that, the company’s corporate culture and top management strongly interested to adopt new innovative practices. Researcher also found that some book publishers have feared that due to E – book technology paper book may replaced in market.

Kelly Gallagher (2014) the paper provided new approach in print publishing industry that is Print-on-Demand (POD). Researcher mentioned that, print run day by day decreasing because of development in book manufacturing technology, adoption of E – books, new distribution cum supply chain system has made available to consumers. Researcher also tried to define this technology in very words, print on demand the ability to print only one copy or very few copies of books from virtual library and immediate distribution of books in response to an order. The paper discussed that, book industry was changed because of majority of publishers adopted integrated print on demand models in their business functions.

Further the researchers added that, print on demand technology was helpful for some part of reduction or fully removal or to maintain print stock level, investing and blocking capital in bulky print books and also compromising warehousing cost. Researcher also mentioned that, print on demand never missed out any opportunities of sales even changing market conditions. The paper noted that, print on demand model was shown good performance by comparison with traditional offset printing, non traditional printing and even digital publishing supply chain models. The paper pointed that many publishers instead of traditional publishing had adopted print on demand for other print needs to faster and better distribution.
Researcher suggested that, using print on demand models by publishers may bridge the gap between the titles out of stock and heavy investment in large scale printing. Because of this facility, publishers no need to invest huge capital in printing books and no need of risk to maintain stock records.

Jamie Criswell, Nick Canty (2014) the paper provided new approach of use of social networking websites like Twitter and Facebook in the publishing industry as a marketing strategy. Researcher analyzed over 10,000 posts on social websites were collected and segmented to create a timeline of social media activity. Researcher noted that, social networking websites treated as social marketing tool to established community, continuous touch with readers, awareness about launching of new book or authors meeting etc. The paper mentioned that, social media was a platform which provided with less capital but very effective and important tool in the marketing plan activities.

The paper analyzed sales of leading publishing houses on the basis of their tweets about book, number of comments mentioned in Facebook, number of ‘likes’ and ‘share’ received at Facebook and number of re-comments received. Researcher was agreed that, Twitter and Facebook made the difference between all publishers and individual publisher. Further researcher discussed in detail about Twitter and Facebook about their marketing activities. The paper indicated distribution of Tweets by various groups like by publishers (4.2%), readers (57.5%), bloggers (30.8%), booksellers (4.2%), authors (0.8%) and liberians (2.6%). The paper studied number of comment by text (82%), photo (7%), video (3%) and event announced (8%).

The paper concluded that, use of social media create faster and better communication to specific group of users. The social media provided a platform to connect and inform any activity of publishing house well in advance. Researcher suggested that, before posting any message or video publisher must verify twice because any negative message may spoil the image of publishing house within less time.

Youngsuk Chi (2014) the paper studied the evolution of publishing with problems and future of publishing industry. The researcher identified new models for survival in current publishing age. It was mentioned that, to enhance publishers traditional roles, to expand their role to embrace innovation and networks of information, enrichment with more interactive
content and new business models and engage with public to demonstrate the value of publishing.

Researcher found that the basic challenges faced by publishing industry such as lack of technological advancement, lack of qualitative content and overall image of industry. At the same time paper discussed about ways to expand traditional publishing into digital publishing with the advancement of content, user data, usage data and social data. The paper concluded with publisher must understand the changes in market and find out suitable opportunity to become better leader and also expand the market segments.

Eric Antony Brotchie (2014) the paper studied academic publishing industry in India. After traced out historical review of researcher examined promoting three website which was resistance to process of publishing. Researcher found that, the paper made comparison between developing country like India and well developed country like Australia in terms of research paper publication which was one of the important parts of academics. India published 40,912 research papers at the end of the year 2012 whereas Australia published 40,901 research papers.

Researcher critically commented that, considering population in India the good articles should come out with quality publications. Researcher also commented that, India was lagging behind with other nations. The paper found that India produced very little percentage as compared to international level research activities having just 1% citations worldwide. The paper discussed the problems with academic publishing in India like digitalization, online journal, distribution system and marketing activities. Researcher found new trend in academic publishing, Government of India promoted textbooks for secondary education with regional and tribal languages. The paper concluded with India has bright and digital future subject to adopting latest technologies like reform, resistance and reconstruction.

Rajendra Kher (2015) the article discussed on the concept of E –books. Article briefed more than six points about the advantages of uses of E – books. It includes saving paper leads to green environment, cost saving up to 40% less than hard bound books, anywhere purchase without physically visiting to bookshop etc. Article mentioned about Digital Rights Management (DRM), by using both author and publisher may safe as if copyright was concerned.
Dr. Nagnath Kotapalle (2015) the article discussed the reading habit on internet by new generation of youth in India. Due to development of internet the facility of E – book was easily available to readers anywhere and anytime. Article mentioned the recent trends in America especially the government policy that boost E – book concept, where as in India particularly in Maharashtra state, the government policy is not enough positive.

Article discussed that, almost 50% schools the libraries are not in exist. It may affect not only on reading habit but also on development of education in India. The article also discussed that, in India the response for English literature was very poor. But now it was really excellent by youth readers. As far as all Indian languages are concerned, Tamil and Bengoli languages books are more selling comparative in Marathi languages books.

Ken Michaels (2015) the paper studied the challenges and opportunities for publishers in global perspective. Research pointed that; to enter into foreign market cross industry collaboration may beneficial for publishers.

Michael Chulbeom Kim (2015) the paper focused on recent E – book market and digital publishing in South Korea. Researcher noted that reading by using digital reading devices was made a great change South Korea because of evolution of various new devices. The technological changes was continued to transform digital reading environment around the world. Researcher noticed that digital publishing provided new segment of market with number of opportunities. The paper pointed that, advancement of mobile technology was the basic reason for digital publishing. Researcher found that, 81% of population of South Korea used smart phones in 2014.

Researcher mentioned that iPhone was launched in Korean market in 2009. The paper noted that, E – book did not have as such advantage compared to printed books in terms of purchasing services in Korea. Researcher presented fact if customer ordered book through online, the book will delivered to customer within 24 hours. The paper concluded with publishers must required new publication skill sets, like planning and designing of digital content in mobile and other devices. For traditional publishers, technologies will changed for a specific period of time according market conditions also changed. So traditional publishers must adopted new and latest technologies to capture the book market.

Junfeng Zong (2015) the paper highlighted business strategy for education sector in China. Researcher mentioned that, 58% of Chinese people were regularly readers in the year 2014. Paper identified smart-phone with internet population in China around 557 million in 2014. The paper discussed that, the annual revenue of the press and publication industry
was 254.035 million in 2013 which was increased 31.25% in the year 2012. Researcher pointed that publishers should focused on brand building activities with the help of advanced technology. The paper mentioned that from student point of view, digital publishing or E–book adoption measured on the basis of cost and profitability of reading devices.

Researcher pointed that, to increased sales of E–book the quality must be there. For this professional and specific support should be taken from academic and teaching resources. According to researcher, in the 2015 advanced technological revolution made positive influence on book sector. Paper indicated that, publishing industry should adopt sustainable development policy through innovative practices. Paper further discussed that; publishing industry should use digital technology from all areas. Researcher concluded the paper with all textbooks should be introduced in online versions, video lectures, MOOC courses along with regular class room teaching, multimedia course, animated study material and all information about digital resources available on website.

Qiang Huang (2015) the paper studied situational analysis of educational publications on the basis of digitization in Chinese market. The paper introduced new approaches adopted in digital age like e – Campus Live, e – Schoolbag, iCourse, MOOC at higher education sector in China. Researcher commented that, digital transformation made positive changes and played important role because of advocating for media fusion, bringing new strategies, building and improving infrastructure for advanced development.

Researcher discussed that; traditional educational publishers also must adopt use of digital publication for fast growth of overall publishing industry. Further researcher said the brief information about their educational system with current scenario.

Sumiko Asai (2015) the paper examined the timings of structural changes in publishing industry. The researcher studied the recent factors which was faced by Japanese publishing industry like long term recession started in 1990, increased secondhand book stores and retail comic’s shops, purchased leading books by libraries. The paper concluded with there were no as such impact of internet on sales of print books. But decrease in sales of printed books may be caused by recession, secondhand sale of books, schemes of public libraries and changed lifestyle cum reading habits of customers.

Rojers P. Joseph (2015) the paper taken review of literature on publication sector particularly on hard bound and electronic publication. Paper examined the impact of digitalization on higher education book industry like technological factors, changing habits of customers. The
researcher discussed that, digital publication also helpful to various stakeholders of publishing industry.

After traced out information about higher education books, researcher discussed various technological elements of book publishing particularly E – books. Further researcher highlighted the concepts of issues involved academics, crises in scholarly monograph publishing, crises in college textbook publishing. The paper also indicated the need and importance of up gradation the publication system. Finally paper concluded with digital publishing through internet and with the help of other devices the manufacturing cost was too less it also improves access for millions of readers.

Lei Qian (2015) the paper examined review rapid changes in shopping of books through internet. The paper studied current online book market trends with the help of four local market leaders. Paper also analyzed the environmental analysis, marketing strategy of the four leading publishing houses. Researcher found that, there were nearly 2,000 physical bookstores.

Researcher found that the reasons for rapid growth of online book shopping. It included purchase of books in main cities in China was increased and top book seller given rise to more and new book market.

The article (2015) mentioned the difference between hard bound books and E – books where readers in India given preference to hard bound books. To support this statement various views was given by authors and publishers. But E – books also used by some readers in India.

Vivek Malhotra, Eve Marder (2015) the paper focused on the process of publishing including digital publishing. The paper discussed the concepts of changing needs of customers, distribution channels, distribution cost and selection of manuscript by email, packaging etc. The paper mentioned latest concepts like Print on Demand (POD), online shopping, E – books etc.

The article (2015) mentioned the online shopping trends in Pune City of Maharashtra, India. According to the survey conducted by ‘Bookganga’ one of the best online shopping website in Marathi language, education and competitive books sales was highest in publishing market. The survey finding discussed that, in India Marathi language online books was considered, the first city was Pune, after that, Mumbai, Bangalore, Nagpur, Nasik and Kolhapur.
As far as the world was concerned, America was the first country after that, Australia, Canada, and Dubai were Marathi books that were online purchased by users. The article concluded with, in most of the rural part of India books ordered from online because bookshop was not available in this sector market. But overall printed books are more demandable than E-books in India.

The Nielsen Book Research: 2015 in Review (2016) the survey was conducted in 61 countries on ‘Consumer Confidence Index’ that measures how optimistic consumers are about their country’s economy. The report mentioned that, India was at the top with index of 131. The report identified different patterns within in terms of share percentage. Children book share nearly half in Australia, New Zealand, Ireland, Spain, United States and United Kingdom. The rest of European market shared by fiction books in hard bound with decreasing E-book market share. Non-fiction market share was positively found in China at 62%, India at 48% and Brazil at 47%.

This report studied global market share of countries like United States, Brazil, United Kingdom, Ireland, Italy, South Africa, India, China, Australia and New Zealand. The report identified that, in India, 48% market shared by all non-fiction, 24% market shared by all fiction and 18% market shared by all children’s book. This report also highlighted that, the sale of hard book was much more than electronic segment. In additionally, overall electronic segment’s share was slightly decreased in 2015. The report further mentioned that, in comparison of devices used for E-book purchases among smart phone, laptop, desktop etc. the Kindle E-reader was downloaded and used by customers in 2014 as well as in 2015.

The article (2016) studied global book market scenario with special reference to India. The article mentioned that, the annual turnover of Indian book market was 261 million and it was expected 739 million in the year 2020. This article pointed that, in international book market, India reached at sixth position and second position for particularly English language books. This article was based on survey with the help of 2,000 readers along with two Indian national associations and finally come up with qualitative report.

This report included opportunities and challenges of book market and its future. This report said that, there was no direct investment from government but still in next five year annual growth rate of book market will 19.3%. The article identified the main challenges for publishers are book publication, sales system, lack of hard cash and piracy.
The article mentioned that, India is a country where 9,000 publishers publish English language books every year. Almost 70% publishers made available their books online through websites. The article also mentioned that, online shopping is concerned after the electronics and clothing item the next was book market. It was found that 15% online shopping of books conducted by various online shopping websites annually. The article found very interesting findings, on an average twice in a week customers read the books, 56% readers purchased three to four books by online in a year, total sales of English language was 55% and Hindi language was 35%.

Sushant Sangave (2016) the article focused the online and offline sales of Harry Potter book. The article mentioned that, in 1997 the first edition was published. 7th edition of this book was published in the year 2009. Currently eight revised editions were published by the publisher in international market. The latest 8th edition was published in the August 2016 with a gap of nine years. Article found that, even such big gap readers were too excited for purchasing from Flipcart, Amazon and even by visiting in various book stores. On the first day 1,000 copies were sold from ‘Crossworld’ store. Article pointed that, the readers from the age 8 to 21 were shown great demand for this book.

Article mentioned that, this book was translated in 67 languages in the world. Article also mentioned that, till the year 2008 more than 40 Crore copies were sold. Article found that, for online shopping 35% discount is available. But those readers were very interested to buy for early reading and its completion they preferred physically visit shop for purchasing. Article concluded that, the price of this book was high due to glossy paper, velvet finishing cover page and hard bound binding.

The article (2016) indentified new trend in book publishing industry, by way of launching dedicated used book store from Amazon. The article mentioned that, Amazon’s store provided with over one lakh offerings across genres such as business and money, children’s books, history, self – help, education and teaching etc. The article pointed that, the used books was available with wide range of authors with more than 65 languages in the world. The article claimed that, Amazon was the India’s first number online shopping website having variety of books available and large books selling regularly.

Linda Tan Lingard (2016) paper investigated the publishing industry in Malaysia with demographic culture and government policies. Researcher mentioned that, the total annual revenue of publishing industry was USD 335 million and approximately 20,000 titles including new and revised editions published annually. Researcher also mentioned the
population of Malaysia in 2014 was 30.7 million. The paper mentioned that, government policies also support for reading and publishing books with new topics to achieve target of 30,000 books in a year.

Researcher found that the adult and small kid’s books sales was so high. In short, from types of publishing point of view 53% adult books, 26% text books and 21% children books published by Malaysia. The paper noticed that, the most preferred languages are Malay, English and Chinese. But the small portion of Tamil language books also found in publishing industry. The paper indicated that, the market share of language wise, Malay sold almost 20,000 copies, Chinese sold 10,000 copies and English sold 3,000 copies of books. Basically English and Chinese books were imported from various countries.

The researcher also found that, 67% private publishers, 21% government publishers, 6% individual publishers, 2% universities publishers and 4% included other types of publishers. The paper pointed that, in presence of digital books, the printed books was still increased the importance particularly for the academic and general types of books. The paper concluded with local publishers found active role with support from government policies. Researcher suggested that, local publishers buy books from foreign countries so it may increase the demand for more books with large variety options.

Linda Tan Lingard (2016) the paper studied the publishing industry in Indonesia. Researcher mentioned that, the annual net revenue of Indonesia’s publishing industry was USD 466 million in 2013 and it was book market was dominated by selected large publishers. Approximately 40,000 books published on annual basis. Almost half book market was captured by translated books from mostly from English, Ababic, Chinese and Koreian languages. E – books was contributed just 2% of the total turnover.

The paper discussed that on the basis of The Indonesian’s Book Publishers Association (IKAPI) there were 1,314 publishers but in actual case it may estimate 1,500 publishers. The researcher further discussed that, in a year around 4,000 to 5,000 print copies published with 10% - 20% of titles (books) sold between 10,000 and 1,00,000 copies. The paper found that, young population was having excellent awareness of social media which created significant impact on sales of book through internet.

The paper pointed the market share captured by various types of books. Children and school level books by 30% of book sales, 12.6% for fiction and literature and 39% for other categories like business, cooking, agriculture, self-help and computer. The paper highlighted concept of digital publishing, e – learning, government policy and book fair.
Pimolporn Yutisri (2016) the paper examined the trends in distributing, reading, life style in the publishing industry in Thailand. The paper identified the problem faced by newcomer in this industry. Readers as customers get influenced by environmental and marketing factors. Researcher critically commented that, some new publishers wind up entire business activities due to some unfavourable conditions. The paper pointed that, due to some economic conditions the sales of books may affect but this may not be a reason for change in Thailand.

After traced out historical review of Thailand, the paper categorised publisher into four groups. It included market leaders, big publishers, medium publishers and small publishers. Researcher classified these four groups on the basis of number of publishers, their turnover and total market share.

The paper analyzed book market growth from 2006 to 2016. To identify the overall growth researcher studied sales and attendance in book fair for the same year. Researcher observed that, in the year 2015 there was highest book sales and number of participant as well. But the same situation was not continued in the year 2016.

Gouri Agtey Athale (2016) the article studied the situation of thriving book shops in Pune and Delhi city. Article found interesting findings like readers wanted to hold book in their hands and not an electronic devices. Readers were so interested to visit book shop and then buy hard bound books not just downloaded from internet may be in free, payment on their smart phones or other reading devices. The article tried to find out the ‘place’ problem in front of publishers. The location of book shop is prime but publishers paid rent of this place automatically it reduces profit margin.

The article mentioned that, Pune was the city where books exported to India in high quantity. It was found that, such books were no demand in their home countries where they are published. Article also mentioned that, Delhi was the India’s cheapest publishing centre where all types of agents, whole sellers and distributors come together for sell, resell and exchange of books. In both cities, large number of the street-side booksellers found with high quantity and variety. Mostly law books were available with good quantity and very cheap rate of books. Sometimes they also deal in exchanging of books with new books. Article concluded with due to piracy these types of books available with Rs. 100/- or more where the cost of pirated book of Rs. 40/- per copy.
3.3 Conclusion:

From the review of publishing houses in India through various references, it is concluded that, more research was available on printing and distribution of educational books. Some national and international surveys also studied about the new technologies, impact of E-book, open access publishing, marketing trends, market share and consumer preferences. Few researchers highlighted importance of online shopping, digital publishing and the challenges faced by Indian publishers.