Chapter-2

Review of Related Literature
CHAPTER-2
REVIEW OF RELATED LITERATURE

Research refers to a search for knowledge. It is a systematic method for the original contribution to the existing stock of knowledge consisting of various steps. The foremost step is the definition of the research problem. Once it has been formulated by the researcher, he/she should undertake an extensive survey of related literature connected with the problem. The main objective of this literature review is to determine whether any data source exists already that can be brought to bear the problem in hand. For this purpose, the academic journals, conference proceedings, government reports, books, etc. must be tapped depending on the nature of the problem.

In this chapter, an overall review of the studies conducted both in India and abroad has been presented in a chronological order, related to the current topic “Electronic publishing in Delhi: a case study of NISCAIR Publication.” The investigator reviews only those studies, which are directly or indirectly related to the present study.

Minj, Singhal and Abraham (2008) conducted a project under the title “Barriers to e publishing of scholarly journals from India: findings from the scientific journal publishing in India” at National Center for Science Information (NCSI) of the Indian Institute of Science, Bangalore. The objective of this project was to demonstrate e publishing of journals through a prototype and disseminate the knowledge gained among the journal publishing community. For this purpose 13 Open Journals System were installed and configured by inserting information like editor, editorial board members, changing the default images and color schemes of OJS etc. this was to demonstrate to the editors the flexibility of the system to adapt to their requirements. Looking into the results it was found that there are many problems and barriers of journal publishing and its dissemination in India. The
need right now is not just think of the current viability but also seek new possibilities for the future.

Under the title “E-publishing trends in India” Ramaiah (2006) discussed about the E-publishing trends in India and compare with the results of another study which was conducted in Singapore, the author also identify the challenges, opportunities and problem areas faced by the publishing industry in Asia. The objectives of this study were to: 1) find out the views of publishers in India on e-publishing; 2) find out the extent publishers in India are, or will be, engaged in e-publishing; 3) find out the problems faced by publishers in publishing electronically in India; 4) identify the role of publishers’ associations and government agencies in promoting publishing; and 5) compare these results with the results of another survey conducted in Singapore. It is a questionnaire-based survey. Findings of the survey show that about one-third (35%) of the Indian and about three-quarters (74%) of the Singaporean publishers are engaged in e-publishing, with further 20% of Indian publishers likely to start e-publishing in the next three years.

Meera and Anuradha (2005) conducted a study entitled “Contractual Solutions in Electronic Publishing Industry: A Comparative study of License Agreements.” In this paper they tries to explain that the Information Technology (IT) revolution has brought global change and also has impact on electronic publishing industry. In the digital and networked environment, publishers are concerned about protecting their products from illegal use. Copyright has been proclaimed as an important weapon by the publishers to safeguard their products. In view of the increasing importance that is gained by contract law in electronic publishing, more and more libraries are engaged in signing License Agreements for getting access to all types of electronic information products. It has become imperative on the part of librarians to have knowledge of License agreements and their clauses. The body of the license agreements differs from publisher to publisher and is product dependent too. Since there is a difference between the license agreements of societal publishers and commercial publishers, an attempt is made here to carry out a
comparative study of the clauses of the license agreements among commercial publishers at the first level and societal publishers at the second level. It is observed that some of the clauses such as country of origin, database type, agreement contents, access mode, authentication, governing law, which are general in nature are very well defined in all the agreements. However, some of the important clauses such as archiving, technical support and usage report are not clearly defined in most of the agreements. An important clause like trial access is not considered for inclusion in any of these licenses, though some of these publishers offer trial access on request.

Ketki (2005) discussed about the rapid development of information technologies especially electronic publishing capabilities in her paper entitled “E-publishing and its role in the development of information technology” is. Electronic publishing provides for an unregulated access to reliable information for academicians, researchers, practitioners and policy makers alike from all parts of the world. This review look at some of the issue related to e publishing and highlights the nature and scope of the electronic publications. In this article it is found that the cost of the electronic journal are determined by the effort put into the process of developing and maintaining the electronic journal /website. The model assumes the site will be redesigned every four years, so the development costs will be repeated.

A case study was conducted by Sahu (2005) under the title “E-publishing in India: a case study of Med Know publications”. In this paper the author describes that in India, a large number of the journals are published by the learned societies or the editors appointed by these societies. The circulation of journals published from India is more or less limited to the members of the respective societies. In this study it was found that many problems faced by the editors of Indian journals is the shortage of trained editorial staff and permanent editorial office. This problem can be overcome by improving the visibility and accessibility of science from the developing world.

Under the title “The impact of Electronic publication on scholarly communication” the author Napoli (2005) describes the impact of electronic
publication of scholarship on scholarly communication and university presses via a series of in-depth interviews with high-ranking professionals involved in electronic scholarly publishing ventures within the university press community, as well as in-depth interviews with university librarians. The objective is to determine whether, at this stage in the transition to electronic publication forms, there are specific strategic and economic insights that can guide endeavors to establish and maintain self-sustaining electronic scholarly publishing enterprises within the university press community, and to determine what effect, if any, electronic publication is having on the system of scholarly communication and publication. Among the findings of the study are that university presses involved in electronic scholarly publishing enterprises have not realized significant cost savings; are very interested in, but have not yet been able to take advantage of, the content windowing and versioning strategies facilitated by electronic distribution; and have not experienced significant market demand for product features and attributes that extend beyond those available in print.

Heng, Ramaiah & Schubert (2004)\(^7\) has conducted a study entitled “Electronic Publishing Trends in Singapore.” This paper explained the electronic publishing trends of publishing houses in Singapore and also studied to identify challenges, opportunities, Problems faced by the publishing industry, and to assess the acceptance of e-publications by Singaporeans. This was carried out by two separate questionnaire surveys. The first survey with publishers aimed to seek their views on EP in Singapore while the second with readers was used to assess their views on using e-publications. The publishers' survey showed that about 74% of publishers in Singapore are already or will be engaged in EP by 2004. Although publishers Face problems and difficulties ranging from high costs, personnel issues, technology problems, pricing, sales and Marketing issues, the general view was that EP and e-publications are the ways to move forward in this digital era. The Reader survey showed that Singaporeans are generally willing to use and read e-publications though they continue to Prefer and use p-publications. A majority of readers (61%) were
found to be willing to pay for and e-publications; 26% of them would pay the same amount or slightly less than the price as p-publications, while 15% of them would only pay half or quarter the price of p-publications.

Under the title “Need and perspectives of electronic publishing in the present century” Mishra (2004)* explained that the only option left out for the libraries and information centers to espouse the devices of accumulating the electronic information in various form and the creation of different databases available in Internet will certainly bring a positive accomplishment of the goal and aspiration of the user communities as the e publishing is more efficient, cost effectiveness, educational collision, better search, providing customization at the student level, improved student exposure, enhancement of research value. This paper deals various aspects of electronic publishing. Ultimately the author finds that the changing concept of technology in electronic era made a substantive availability of information including the electronic product in various forms in libraries and information centers. The librarians including the information officer could spawn scope to satisfy the varied interest of the user communities by providing the information in electronic form through Internet, CD-ROM, floppies, etc.

An article entitled “A Preliminary Study of Electronic Publishing in the University of Malaya” Norjihan, Suriawati and Nasaruddin (2004)* explained that Academic communication has changed over the past decade, with the arrival of the Internet; authors and researchers now communicate nearly at the speed of thought. Printed version of publishing or also known as conventional publishing remains a very slow process with a great deal of time dedicated to copyright transfers, layout, typesetting, and printing. There is a fundamental change in the world of scholarly publishing represented by a shift away from the medium of print. Information technologies have facilitated the publication of scholarship on the Web. Electronic publishing is certainly improving scholarly communication. Electronic Publishing in the University of Malaya or E-PUM will be developed in order to take granted of advantageous of electronic publishing. By using E-PUM, all the parties involved in this
communication such as readers, authors, editors and reviewers can take a granted from this electronic publishing. At the end of the Of the study the author finds that the Electronic publishing is a frontier looked upon with great peculiarity in academic circles in Malaysia. The current stage of analysis will help the development of good E-PUM. In every system development, it's important to fulfill the analysis of the system before start to design and develop it. In the future years, by the good analysis perhaps EPUM will help all the academician from University of Malaya to share their knowledge and expertise among them. The greatest challenge of E-PUM faces is acceptance among academician. The University of Malaya's entire academician need to contribute to digital publications and realize the value of this medium for scholarly communication. A large number of academicians are petrified by the magnanimity of the Internet and what it bears.

Isman, Dabaj and Gumus (2004)\textsuperscript{10} The main goal of their study "Electronic Publishing: The Turkish Online Journal Of Educational Technology (TOJET)" is to examine TOJET (The Turkish Online Journal of Educational Technology) in terms of concept, ethical values, goals, mission statement, publishing Values, interest field, indexing, evaluation publishing activities, and visitor's profile. There are four parts of this presentation, starting by explaining the online journal and its benefits, continuing by the structure of TOJET, then talking about the effect s of the journal on the global education, and finally, the expected future of TOJET.

Premlet and Abdul Azeez (2004)\textsuperscript{11} discussed in the article "e-publishing: need of the hour" that the authors has the main objective to throw the light on emerging technology on e publishing. This paper covers e-journals, e-books, advantages of e-journals and e-books publishers of scholarly e-journals and important e-publishing initiatives. It was found that e publishing now a day is playing a crucial role in making the libraries and information centers digital. In future we may give our digital signature without using a pen and get an e-book reader and some e-books downloaded without a single paper from a digital library.
Schroter, Barratt and Smith (2004) describes in the paper entitled "BMJ author's perception of e-publishing: two cross sectional surveys" that how acceptable authors find the BMJ's current practice of publishing short versions of research articles in the paper journal and a longer version on the web and to determine authors attitude towards publishing only abstracts in the paper journal and publishing unedited version on bmj.com once papers have been accepted for publication. This study was based on questionnaire in which response rates are 90% in survey one and 75% in survey two. As a result it was found that it is acceptable to authors to publish short versions of research article in the printed version of a general medical journal with longer version on the website. Authors dislike the idea of publishing only abstract in the printed journal but are in favour of posting accepted article on the website ahead of the printed version.

Under the title "E Publishing Today" the author Wyatt (2003) discussed that Publishers traditionally draw on a number of services and skills to create books and journals, including: (i) commissioning and (in the case of academic texts) peer review; (ii) editing and proofreading; (iii) design and typesetting; (iv) printing; (v) sales and marketing; and (vi) warehousing and distribution. The aim of the present study was to analyses the impact that e-publishing technology has already had on each of these areas and the extent to which traditional approaches to publishing may change in the future. This includes an overview of hypertext – both fictional and non-fictional – and a broad historical analysis of the reaction that publishers and booksellers have had to e-publishing to date. Drawing on this overview, the main section of this review consists of a ‘tour’ through the publishing process, balancing the merits and pitfalls of e-publishing’s effect on each of the aforementioned stages. The concluding section offers some conclusions and recommendations, based on the results of this study. For the purposes of this study, the term e-publishing was used to describe the provision of any text in an electronic format – from hyper linked websites to CD ROMs to read-only PDF files – although it was most often used to describe ‘e-books’ (read through PDAs) and websites.
The paper entitled "Perspectives in Electronic Publishing: Experiments with a New Electronic Journal Model" the author Stephen (2002) discussed that the Internet and subsequently the World Wide Web made it possible for individual author and new, independently-produced electronic publications to reach vastly greater numbers of readers than had previously been possible. The proliferation of electronic versions of commercial print journals that followed, however, has so far done little to alter the formal structures, character and culture of scholarly journals from the user's perspective. The Web also represents the first large-scale use of a hypertext system, but hypertext developers have been disdainful of it as a limited implementation of other models. In turn, a criticism of some hypertext systems is that they have been too focused on system performance rather than the needs of users. This thesis examines the contention that augmenting the Web with a hypertext linking service will support the development of a new type of interconnected journal that allows users to explore individual lines of enquiry more efficiently. In this case the 'journal' Frames a user-centric information environment, where selected documents can be distributed between the resources selected for inclusion, and the selection and commentary on documents exercise the journal's editorial 'voice'. A 'journal' based on this model was built and subjected to extensive evaluation by a targeted specialist group. In a series of tests these users were invited to offer their views on this anymore general journal models; because this was not a hypothetical model their responses could be crosschecked against the results of their experiences of using the new journal model. Thus, users could not hide their true preferences. Although small in number, the target Evaluation group provided strong reactions both for and against the model, revealing some of the challenges that radical new electronic journal models face if the structure of the traditional printed journal is to be displaced in favour of journals that can properly exploit the prospect of fully interconnected and accessible networked distribution.

A case study was conducted by Hovav and Grey (2001) under the title "Managing academic electronic publishing: six case studies", which examine
Review of Related Literature

six cases of academic e-journals and the management practices used by their editorial board, this case indicates that many of the anticipated benefits of e-journals can be achieved given structure management practices. This case study indicates the difficulties that current e-journals can encounter and that editor of e-journals should prepare and plan for.

However e-publishing presents several previously unknown challenges some of which can be resolve by individual journals but others, which we term universal issues, require new academic structure and a globally agreed upon set of policies.

**Nasser and Abouchedid (2001)** has conducted a study under the title “Problems and epistemology of electronic publishing in the Arab world: A case study of Lebanon”. This paper describe about the barriers of electronic Publishing in the Arab world especially in Lebanon. Author explained that Publishing in the Arab world is still is in its development stage. Many journals discontinue publication because of financial pressures, while those that asynchronously function are almost totally dependent on institutional (academic) funds. Other barriers as editorial hegemony, national and political instability, and institutional discouragement that hinder researchers and writers to submit or even try to publish work in indigenous Arab journals. Electronic publishing has not appealed to the scholarly community in the Arab and Middle Eastern society and remains to be in dormant state. Scholars need to understand the World Wide Web and recognize the revolutionary elements of electronic journals as pacifiers to the hegemony of traditional publishing.

At the end of the paper the author finds that the greatest challenge electronic publishing now faces is acceptance among scholars. Scholars from Arab countries need to contribute to digital publications and realize the value of this medium for scholarly communication. A large number of academicians are petrified by the magnanimity of the Internet and what it bears. They often dare not to venture into this unknown, rejecting it as a vehicle for scholarly output. Arab scholars have to realize that the Internet is transforming scholarly output into a continuous dialogue between reviewers, cyber-reviewers, and authors.
The results empower scholars and allow them to reach an international audience, which in turn will change perceptions about Arab scholar. These changes in the potential global reception to Arab scholarship cannot take place without a change in the negative attitudes of Arab researchers towards electronic publishing. These attitudes may change with training programs, improved infrastructure, and improved academic, political, and financial incentives to encourage digital scholarship.

Bide (2000) made a study under the project commissioned by NEDLIB entitled “Standards for Electronic publishing: an overview.” to provide an overview of the extent to which publishers are using common standards in their electronic publication. This report was developed through a series of structured interviews conducted around an emailed questionnaire with 14 European publishers. In this report it anticipated that a review of this topic would assist librarians to a better understanding of some of the issues that they will face in managing the deposit and preservation of electronic publications.

Ramraj (2000) reported under the title “Summary Report on the National Electronic Archive of Scholarship in the Humanities and Social Sciences Project” which was Published in 2000, the two-part analysis of electronic publishing in the social sciences and humanities detailed a promising alternative means for disseminating scholarly research but also revealed a number of challenges that must be overcome before it offers a serious alternative to traditional print publishing. A survey of Canadian university faculty members indicated that, while many use electronic venues such as E-journals and Web sites to find scholarly research, few seek to publish their own work electronically. The perceived impermanence of digital media, the lack of recognition given to electronic publishing by institutions and technological barriers were all cited as reasons. Efforts to build a database of Canadian scholarly publications available in electronic form yielded 389 sites, 137 of which were deemed sufficiently relevant enough for thorough analysis. The research team from the universities of Alberta, Calgary and New Brunswick determined that ongoing work was required to keep the database updated and
Review of Related Literature

provide material for further study. Intensive interviews with the editors of eight E-journals and an organization that helps new E-journals get established revealed people who consider themselves pioneers in an alternative frontier of academic publishing. While their concerns do not align perfectly with those of the users surveyed in other reports, they do recognize the reality that establishing credibility is a key challenge to gaining wider acceptance circumstances than traditional publishing and yielded seven recommendations/observations. Credibility lies at the core of the wider acceptance of electronic publishing in the academic community, with questions of peer review, copyright protection and reliable, long-term storage the main issues. A broad review of literature, questionnaires and personal interviews led the authors of the report on credibility to the conclusion that electronic publishing does indeed have the potential to become an important alternative means of disseminating research.

Under the title “Electronic publishing in libraries: introduction” Kovacs (1999) emphasized on the impact of the e-publishing on library collections, services and administration. The author has mentioned that as the e-publishing process is complex there are no simple solutions to the problems of managing the collection, archiving and access to e-publication, as well as including them in libraries. As solutions to such problems it is stated that the access should be increased for more patrons. Collection development should be simplified and preservation should be made easier. Many libraries and other interested persons feel that the technology to solve the problems and take advantage of e-publishing is either currently available or clearly under development. Therefore, emphasis is given on the human interaction aspects of e-publishing than on the technology or delivery mechanisms. Article URL:

Rowland (1999) conducted a survey entitled “two large scale survey of electronic publishing in the United Kingdom” which were carried out in mid 1998 to early 1999 by the department of information science at Loughborough University. The first survey was conducted under contract to the U.K Government’s Department of Trade and Industry between April and December.
1998. A questionnaire-based survey was conducted to all U.K based publishing enterprises to investigate their intension and expectations about e publishing. The result provides an authoritative picture of the British publishing industry’s view about the potential commercial prospects of e publishing.

The second survey is a study by the (U.K) Association of learned and professional society publishers, who conducted a large-scale survey of authors of paper in the scholarly journals published by the association member, societies. This survey investigates the attitude and opinion of learned journal authors towards e publishing; in this questionnaire-based survey it was thought that the interest of the authors might be quite different from the publishers.

Under the title “Electronic Scholarly Journal Publishing” Peek and Pomerantz (1998) discussed about the scholarly use of electronic journals, which have spanned more than three decades. This review of the literature identifies key milestone works in the evolution of electronic journals. Included in this review are alternative proposals for the management practices for these journals, historical identification of key projects and experiments, and research on the acceptance of these journals by the academic community. The researchers found that references to scholarly electronic journals are voluminous and cross almost all of the academic and professional disciplines. However, many of these references only acknowledge the existence of electronic journals and are frequently redundant. The researchers found that there is an uneven distribution of knowledge about journals, both electronic and otherwise, as well as about scholars’ relationships to them, both present and future. Traditional publishers have either not pursued systematic evaluation of the uses of their experiments and projects or, if they have, they have elected not to make the information public. What was apparent is that the relationship between publishing and the scholarly community has become destabilized. While there is considerable discussion by advocates of electronic scholarly publishing about how the process should be change, we found surprising little research that provides insights into variables that will influence the ultimate acceptance of these journals by the academic community.
Tenopir (1995) discussed in his article entitled “Authors and Readers: The keys to success or failure for e publishing” that the first and last links for scholarly journal articles are always authors and readers. Unfortunately, many goals of authors and readers are not shared. The ultimate goals of both groups are served by some sort of peer review / refereeing process that serves as a quality filter and is acknowledged as such by academic institutions and decision makers. Electronic communication may allow them to connect with authors or other readers on a less formal basis, however. Finally, the goals of recognizing quality work and ensuring importance over time can be met with rigorous formal refereed journals.

Lancaster (1995) described the development of electronic publishing in his article entitled “The evolution of Electronic publishing” since the early 1960s, when computers were used merely to produce conventional printed product to the present move toward networked scholarly publishing. It also describe the scope of the term electronic publishing which can be interpreted in many different way. Since publishing implies production and distribution, however, the term refers most obviously to the generation of publication in electronic form or at least with the aid of electronics. It also describe the term electronic journal as ambiguous as the term electronic publishing. Electronic journal is any journal existing in an electronic format and distributed on CD-ROMS. It also includes some advantages and disadvantages of electronic as well as electronic publishing.

Under the title “Scholarly publication and copyright in networked Electronic publishing” Gasaway (1995) suggested many opportunities for solving some of the problem that are currently exist in the print world. At the same time copyright law, a form of legal protection developed primarily for printed works, has been used to create stabling blocks both for faculty authors and their institution. This has occurred because publishers has required a transfer of copyright to the publisher as a quid pro quo for getting the work published. New models of copyright and management can be developed for electronic publishing of scholarly work and research result that will provide greater
control to the faculty authors, ease the distribution and permission process for the use of copyrighted work in teaching and research, and ultimately will reduce cost to universities which currently must repurchase faculty-produced work from commercial publisher.

**Brichford and Maher (1995)** has reported in their article entitled “Archival issues in network electronic publication” that archive are retained information systems that are developed according to professional principles to meet anticipated demand of users clientele in the context of the changing conditions created by legal environment and electronic or digital technologies. This article address issues in e-publishing including authentication, mutability reformatting, preservation, and standards from an archival perspective. To ensure continuing access to electronically published text, a special emphasis is placed on policy planning in the development and implementation of electronic systems. The publication of electronic information for network access represents a contemporary information delivery system.

**King and Griffiths (1995)** has discussed in their article entitled “Economic issues concerning e-publishing and distribution of scholarly articles” which deals with the economic of four types of electronic distribution of scholarly articles. It also deals with electronic publishing; few go beyond expressions of opinion or speculation. Very few recent publications, even those having the term “economics” in their titles, provide any empirical evidence concerning these speculations. This article presents some economic issues, provides some quantitative evidence concerning the economics of scholarly journal publishing, and extends these data to examine the economics of electronic publishing. It is believed that publishers and the libraries alike tend to apply traditional economic approaches to journal publishing in which economic competition is among journals. These economic choices appear to drive the current journal market demand and may do so for electronic alternatives in future.
REFERENCES


Review of Related Literature


