"A STUDY OF USE OF INFORMATION TECHNOLOGY FOR MARKETING OF EDUCATIONAL BOOKS BY PUBLISHING HOUSES IN INDIA"

A THESIS SUBMITTED TO

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SUBMITTED BY

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CERTIFICATE OF THE DIRECTOR

This is to certify that the work incorporated in the thesis entitled **"A study of use of information technology for marketing of educational books by publishing houses in India"** for the degree of **'Doctor of Philosophy'** in the subject of Management Studies under the Faculty of Management Studies has been carried out by **Mr. Hrishikesh Meghanath Bhagat** in the Department of Management Studies at Bharati Vidyapeeth Deemed University, Institute of Management and Entrepreneurship Development, Pune during the period from November, 2012 to March, 2017 under the guidance of **Prof. Dr. Vinod S. Ingawale.**

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CERTIFICATE OF DECLARATION

I hereby declare that the thesis entitled **"A study of use of information technology for marketing of educational books by publishing houses in India"** submitted by me to the Bharati Vidyapeeth Deemed University, Pune for the degree of **Doctor of Philosophy (Ph.D.)** in the subject of Management Studies under the Faculty of Management Studies is original piece of work carried out by me under the supervision of **Prof. Dr. Vinod S. Ingawale.**

I further declare that it has not been submitted to this or any other University or Institution for the award of any Degree or Diploma.

I also confirm that all the material which I have borrowed from other sources and incorporated in this thesis is duly acknowledged. If any material is not duly acknowledged and found incorporated in this thesis, it is entirely my responsibility. I am fully aware of the implications of any such act which might have been committed by me advertently or inadvertently.

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Publishing Houses in India: An Overview

1.1 Introduction:

India is a developing country where education is one of the important aspects of this economy. Indian publishing industry is created the foundation for overall development and growth of education through their qualitative publication. Considering global environmental factors, Indian publishing industry have identified and adopted most of the recent changes and currently growing in positively. Sanskrit is mother of all types of languages in India. Currently in India, more than 16,000 various types of publishers provide knowledge through 90,000 titles yearly with total 24 languages. This is happened because of qualitative author's contents, readers and team of publishers from manufacturing to marketing. Indian publishers are now experts in publishing books in English language. Some foreign publishers are associated with Indian publishers for excellent publications not only for books but also for journals, magazines. Some high selling international books translated into local Indian language like Hindi, Marathi, Tamil, Gujarati etc.

Currently India is ranked among top seven countries in the world for publishing purpose. India is also ranked third position in world for publishing books in English language which is after United States and United Kingdom. Because of innovation and quality publishing, various Indian publishers continuously participate in World Book Fair at Delhi on each and every year.

The Government of India recently launched new scheme in the year 2016, where the one book should be published in two different languages, out of which English language was must with a suitable picture in four color printing and the other language may be Hindi or Marathi. Primary school going children was the targeted reader of this book scheme. The publishers must distribute the books to schools at their own cost and school authorities were instructed to pay the amount to publishers through various grants collected by school authorities. The publishers must given rate of discount which was already decided by government. There is continuous support given by Government of India through various schemes, policies, exhibitions, custom duty etc.

Currently most of the Indian publishing houses were adopted new information technology from manufacturing to marketing process on the basis of customers expectations and they are trying their best to maintain brand value of publishing house in respective market areas.

1.2 Publishing Houses in India:

At present in India, as on 31st March, 2016 total 749 universities are present, including 46 Central Universities, 345 State Universities, 123 Deemed Universities and 235 Private Universities with 22 official languages. Total numbers of colleges were 22,000. Total schools were 2,16,820. Total number of high schools were 2,98,094 total primary schools were 8,41,695. Current population of India, as on 12th April, 2016 is 1,322,874,128 (1.32 billion). Out of which total male population are 683,132,199 (683 million) and total female population are 639,741,928 (639 million).

The Indian publishing industry is the large part of book sales is dominated by academic books at 40% and children's books at 30%. The remaining 30% captured by agriculture, forestry and fisheries etc. In India, more than 40 online shopping websites are available which also deals in sales of books. The E-book sales include 2% to 5% of total sales. The leading book publishers in India like Springer, Wiley and Elsevier claims that 60% of sales volume is coming from their website with the advanced development of information technology.

India having 55% of the publishers publish books in English language and 45% of publishers publish in both English and local language. 34% of the publishers were also distributors. 66% distributors cum retailers feel that the print consumption is growing. 44% MNC's saw lower demand for all foreign books. In consideration with all above statistical information Indian publishing industry have great future with subject to adopting suitable marketing practices effectively by use of information technology and excellent customer relationship management.

The Indian book publishing industry is also facing some problems and issues. There is the challenge of identifying interested and trained professionals. Publishing business in mostly cases found as family owned business and family run business where many family members were engaged in all business practices. But now days the percentage of running as family business is become decreasing due to changed expectations of new generation. Sometimes reader wants to know some information about topic they prefer internet as a source of information. It leads to fewer sales at book store. Earlier readers visit store by referring various books by author or publisher with content and then decide to buy which one. Piracy of book is another problem faced by publishers. The particular highest selling leading book is available at street market with very less price. It can be concluded that, by understand market

conditions and customer needs with adoption of information technology publishers may create their own brand in publishing industry. Publishers should make excellent combination of infrastructure, trained man force, ethical marketing practices for a good leader and competitor.

1.3 The Evolution of Book Publishing:

Phase I	-	Early Stage.
Phase II	-	Ancient Europe.
Phase III	-	Reformation Stage (Indian Scenario)
Phase IV	-	Freedom Stage.
Phase V	–	Modern Concepts of Publishers. (1990 onwards)

Phase I – Early Stage: The invention of printing technology was first invented in China in the 6th century A.D. in the form of block printing. Earlier at the beginning of the 1st millennium B.C., but it was fell into disuse. [*]

Phase II – Ancient Europe: The history of book was found in 1440 when printing process of the 'Forty – Two Line' Bible was started by Johannes Gutenberg in Germany. At that time, he further invented movable metal type, ink, paper and press. This stage movable type of printing was invented and some legal, religious, classical material was already available. [*]

Phase III- Reformation Stage: In 1660, for avoiding copying errors in printing process the reformation stage was come into existence. In this stage, book becomes a powerful weapon for changing situation and influencing factors to large audience very quickly. Latest machineries, quality writing and importance of education were main reasons for reforming stage. Earlier Cambridge had its monopoly because of own printing machineries but the monopoly was broken in 1674, when Marmaduke Johnson, who had came India for printing 'Indian Bible' in 1664. [*]

Phase IV- Freedom Stage: At the end of 18th century, freedom of the press was initiated at large scale in Western Europe and North America. The market for books was very small but literacy had reached to the emerging middle class of the society. The functions of publishing like selecting, editing, designing, manufacturing and distribution of books was performed by author and publisher jointly.

[*]https://www.britannica.com/topic/publishing

Phase V – Modern Concepts of Publishers (1990 onwards): After 1991, LPG started and FDI started coming into publishing industry. Key changes identified are as below –

    (a) Introduction of CTP (Computer to Plate) and DTP (Desk top Publishing) for manufacturing of book.

    (b) Increase in number of competition and services.

    (c) Huge demand for educational books

    (d) Chain of Retailers

    (e) Advancement in emerging area in respective subject.

    (f) Implementation of E – book, Tablets and smart-phones.

    (g) Change in customers buying behavior

1.4 Definition of Publishing:

Publishing is the activity where various operations conducted to manufacture a book from the mindset of author into printed book that is final product. This is ready for distribution through various channels to their customer. Some of the publishers have their own printing machineries, but those who don't have they give their job to another printing press.

A publisher requires knowledge and experience for selection and modification of manuscript which will convert into book. Publishers also responsible for selection of proper distribution channel and make ensure that book available in market. From different point of view, personal selling, promotional activity, discounts, offers are important parts of publishing industry.

The publishing industry is related with various activities like writing, selecting, editing, manufacturing, printing, binding, packaging, selling, promoting and utilizing of book. The type of ownership of publishers is depending upon all supporting activities, demand and investment criteria.

Publisher is also called as 'middleman' who bridges the gap between authors to readers. Publisher may use distribution system as per their choice like wholesaler, retailer, distributor, agent for fast availability of book in local market.

1.5   Types of Publishing:

The details of types of publishing are explained as under -

1.5.1   Books:

Most of the publishers preferred educational book publishing. Education sector includes various faculties. It is found that, number of book available in market on same topic with various languages. Additionally authors also published books on emerging area in their field with ISBN number.

1.5.2   Periodical (Magazines & Newspapers):

Normally periodical publishing includes magazines and newspapers. Magazines are published with a certain period of time called edition. Whereas newspapers are regularly publish with latest news. Both are available for free or by paid depending upon advertisement revenue.

1.5.3   Journals:

Publishing of journals are also know as academic publishing. Journals are sometimes a book which specialized in academic subjects. Some Universities and colleges also publish national and international journals with ISSN number including volume and issue that focus on academic subjects and recent research areas.

1.5.4   Directory:

Directory publishing is specialized and unique type of publishing. It includes mailing list, name and address list, telephone list, any regional community list, any particular business list etc. Obliviously this type of directory will distribute for private circulation only with a nominal fees. Some directory is also available on online with free download facility.

1.5.5   Others (Newsletters, Annual Reports, Business Cards, Pamphlets):

Apart from all above types of publishing some publishers also publish audio book, e – book, newsletters, annual reports, business cards, pamphlets etc. Selection of type of publishing is depending upon publisher's interest, availability of raw material, labour etc.

Following chart will give clear idea about types of publishing and types of educational book by faculty wise –

```
                    ┌─────────────────┐
                    │   Publishing    │
                    └─────────────────┘
```

| Books | Periodical (Magazines and Newspaper) | Journals | Directory | Others (Newsletters, Annual Reports, Business Cards, Pamphlets) |

```
                    Trade (Agriculture,
                    Forestry, Fisheries)        Social Science

      Fine Arts                                      General

   Education                                       Biotechnology

  Dental                                            Photography

 Pharmacy            Educational                  Environmental Science
                     Book
                     (Faculty
Management           wise)                         Medical and Nursing

Computer Applications                              Physical Education

  Hotel Management                              Engineering and Architecture

Arts, Commerce and Science        Law        Ayurved and Homeopathic
```

(Figure No 1.1: Types of Publishing and Educational Book)

1.6 Process of Book Publishing:

The detailed process of book publishing is as follows -

1.6.1 Selection of Manuscript:

This is the first stage of book publishing where author and publisher made discussion on the title of book. In this stage publisher may called author as an expert taking into consideration knowledge and experience in the respective field. Author may meet publisher with own idea, knowledge and research. As education books concerned there were recent trends in each and every subject. Publisher try to publish such new topics for publish on the basis of market, market research and readers interest. Publisher also things from the multi point of view like total number of pages, manufacturing cost, royalty, marketing activities, market environment, syllabus of various Universities etc. Finally publisher will take decision of whether to select manuscript or not.

1.6.2 Editorial and Design Stage:

When the manuscript has been received for publish a work editorial and design stage start working. In editorial stage author may asked to improve quality of work, rewrite the work, add or delete some work. Editing also includes structural changes and requests for more information with the evidences. Design stage is the foundation stage of actual manufacturing stage. This includes typesetting, page layout, negatives etc.

1.6.3 Typing and Proof Reading:

This stage includes typing and proof reading with graph, table etc. Which font name, size is fixed especially for Marathi language 'Shree Lipi' is so popular. This is also called as 'D.T.P.' that is Desk-top Publishing. The page layout, total page number is fixed by publisher. When typing work done, proof reading work started from experts. For this task minimum two different experts may called from publisher. Sometime it takes 4 – 5 times proof reading depending upon the volume of content. The purpose is that there should not be any ambiguity or grammatical mistake in the work. In small publishing houses, most of the times publisher own complete proof reading task where as in large scale publishing houses, a separate department is working actively.

1.6.4 Cover Page Designing:

Cover page is always the first impression of book. It tries to attract to customer positively. From marketing point of view cover page will create good image in minds of customers. But designing cover page is not easy job. Artist prepares 4 – 5 cover pages related with the content of book. If publisher and author both will satisfy with cover page then only this will final with subject to certain changes.

1.6.5 Plate Making:

When typing, proof reading and cover page designing is done the negatives are taken with the help of laser printer. For creating plate, separate plate making machines are available in market. For effective plate making qualitative negatives is essential. It will enhance actual printing on paper. With the help of 'CTP' that is Computer to Plate technology it will reduce time and money for plate making activity.

1.6.6 Printing:

Printing is a very important part of publishing process. The quality of printing is depending upon the paper, ink and machinery. Numbers of page manufacturing companies are in market with various types, sizes weights of paper. Following types of paper commonly used for publishing educational books –

Sr. No.	Types of paper	Standard G. S. M. of paper
1	Art card	190 – 300 G. S. M.
2	Art Paper	90 – 170 G. S. M.
3	Cromo Paper	70 – 130 G. S. M.
4	Color Cover Paper	90 – 120 G. S. M.
5	Color and white card	140 – 300 G. S. M.
6	Cream wholve Paper	42 – 60 G. S. M.
7	Duplex Board	230 – 550 G. S. M.
8	Ledger Paper	60 – 110 G. S. M.
9	Lucky Parchment Paper	80 – 100 G. S. M.
10	Mirror Coat Paper	80 – 300 G. S. M.
11	News Print Paper	48.8 G. S. M. Standard

(Table No 1.2: Types of Paper)

Following size of papers commonly used for publishing educational books which was easily available in market -

Sr. No.	In Centimeters (c.m.)	In Inch (approximately)
1	45.5 X 58.5	18" X 23"
2	41 X 66	16" X 26"
3	43 X 61	17" X 24"
4	43 X 69	17" X 27"
5	58.5 X 91	23" X 36"
6	51 X 76	20" X 30"
7	56 X 71	22" X 28"
8	56 X 76	22" X 30"
9	76 X 102	30" X 40"
10	73.5 X 112	29" X 44"
11	91 X 117	36" X 46"
12	63.5 X 91	25" X 36"
13	80.5 X 105.5	31.5" X 41.5"

(Table No 1.3: Types of Papers Size)

To know the exact weight of paper packet (one packet includes 100 pages and one rim includes 1000 pages) following formula will help for book publishing houses –

$$100 \text{ Sheets} = \frac{\text{Length X Width X G.S.M.}}{15,500}$$

$$144 \text{ Sheets} = \frac{\text{Length X Width X G.S.M.}}{10,763.89}$$

$$150 \text{ Sheets} = \frac{\text{Length X Width X G.S.M.}}{10,333.33}$$

480 Sheets = <u>Length X Width X G.S.M.</u>

   3,229.17

500 Sheets = <u>Length X Width X G.S.M.</u>

   3,100

For any number of sheets = <u>Length X Width X G.S.M. X Number of Sheets</u>

   15,50,000

For example:

500 Sheets   =   <u>20" X 30" X 60"</u>   =   11.6 kilogram (k.g.)

   3100

Today number of company's machines is available with different functions. This proof shows precisely as it will appear once printed and represents the final opportunity for publisher and author to find and correct any errors. CMYK that is Cyan, Magenta, Yellow and Black four colour printing will be completed.

1.6.7   Paper Folding, Paper Cutting and Paper Binding:

After printing is done successfully, the printing paper is forwarded for folding, cutting and binding process. All these three type of woks most of the times completed separately. For each of work latest machineries are available in market.

Binding of books is the last part of book manufacturing process. Binding is one of the important and helps for long duration life of any book. The book published with excellent paper, quality printing and attractive cover page but if anything goes wrong with the binding process; this may be great loss for publisher.

Binding involves basically two types; 'book-work' and 'job-work'. For books and journals book-work binding is used. For bill-book, pads and registers job-work binding is used. In book-work binding includes various types like center stitch binding, side stitch binding, back paste binding, section stitch binding, hard bound binding and perfect binding.

The type of binding is depends upon type of paper, total pages number, title of book, readers, duration of book and expenditure for binding of book. For example: If any religious book having 400 pages, in such case full hard bound with section binding will be preferred. The handling of religious book is more than any other types of book. The brief information about types of binding is as follows –

I. Center Stitch Binding –

This type of binding will be convenient when book having 80 pages.

II. Side Stitch Binding –

This type of binding will be convenient when book having 160 pages.

III. Section Stitch Binding –

This type of binding will be convenient when book having more than 48 pages.

IV. Hard Bound Binding –

This type of binding will be convenient when book having 250 pages. This type of binding preferred for increasing long life of book. Depending upon number of pages the thickness of hard bound may selected.

V. Perfect Binding –

This type of binding will be convenient when book having more than 32 pages. This type of binding done within short period of time, so more demand is increasing for perfect binding day by day. This type of binding will be excellent when it will prepared by appropriate machine, skilled operator and good quality of glue.

1.6.8   Cover Page Lamination:

Cover page is always a part of effective marketing activity, so this carries not only artistic work but also lamination and packaging work. Both works provides additional more durability to the book. Books are displayed, transported, shifted, read by so many people and so many times. In such case cover page try to protect from manufacture to customer from handling point of view. Sometimes packaging will be done particularly for series of book publication or may for single book also. Lamination creates different feeling while purchasing any book.

1.6.9   Book Publishing:

This is a last stage of where a book publishing process is over with a book. This gives a hard bound copy of book for further marketing activities. This book will be treated as product in market with suitable marketing practices.

1.6.10 Marketing and Distribution:

Final published book may keep in godown and distributed through wholesaler, retailer and agent to customer. As a part of marketing point of view, publisher can organize author meet, special offer, articles in local news paper for increase the sale of new book. Publishers may sales books through their website.

The following chart will give an idea about process of book publishing -

```
        ┌──────────────────────┐
        │ Selection of Manuscript │
        └──────────────────────┘

┌──────────────┐              ┌──────────────┐
│ Marketing and │              │ Editorial and │
│ Distribution  │              │ Design Stage  │
└──────────────┘              └──────────────┘

┌──────────────┐              ┌──────────────────┐
│ Book Publishing │            │ Typing and Proof  │
└──────────────┘              │     Reading       │
                              └──────────────────┘

┌────────────────────┐        ┌────────────────────┐
│ Cover Page Lamination │      │ Cover Page Designing │
└────────────────────┘        └────────────────────┘

┌──────────────┐              ┌──────────────┐
│ Paper Binding │              │ Plate Making  │
└──────────────┘              └──────────────┘

┌──────────────┐              ┌──────────────┐
│ Paper Cutting │              │   Printing    │
└──────────────┘              └──────────────┘

              ┌──────────────┐
              │ Paper Folding │
              └──────────────┘
```
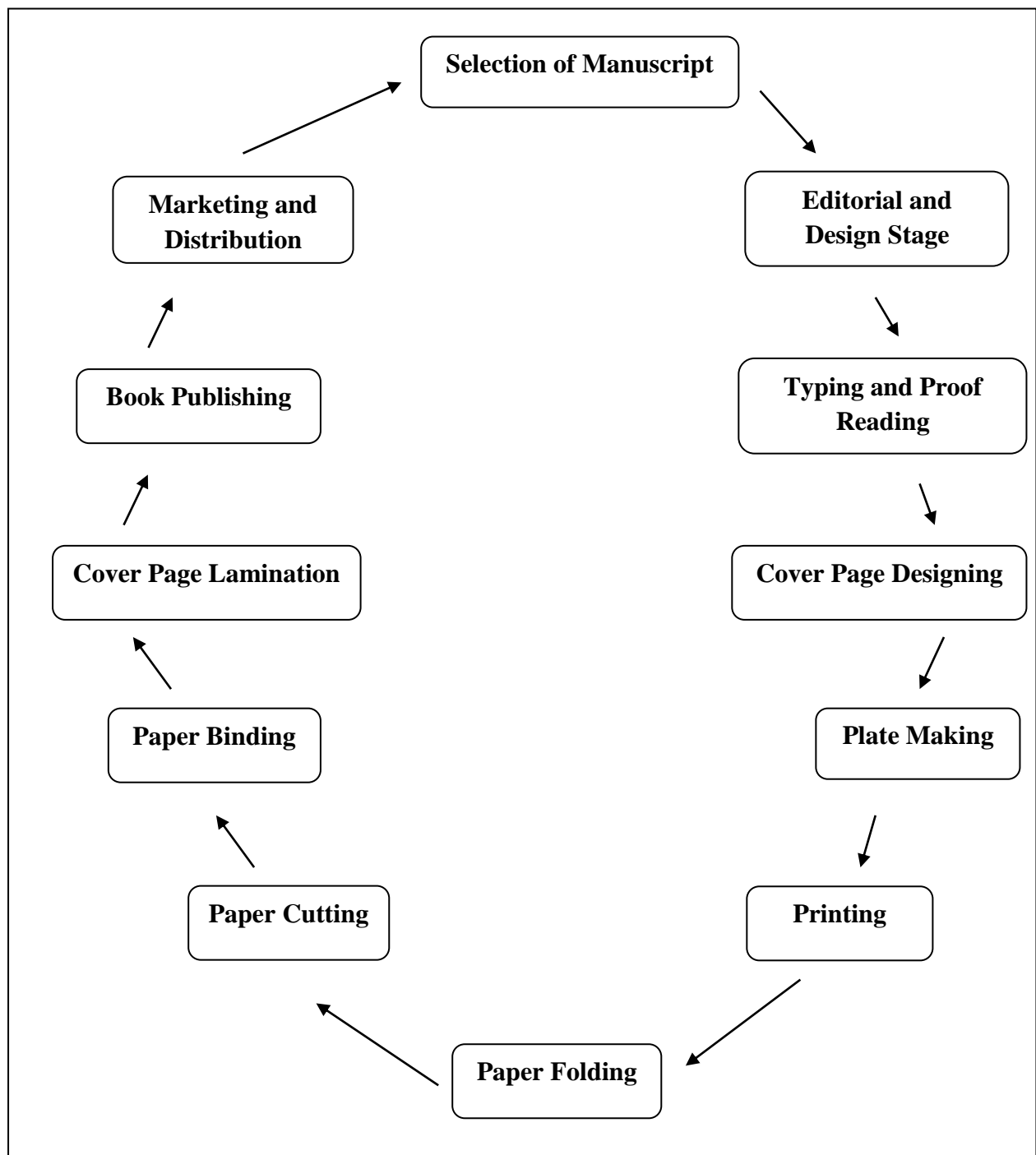
(Figure No 1.4: Process of Book Publishing)

1.6.11 Key Chart for Publishing Houses:

Publishing houses should note following key chart cum important points before the printing stage of book –

Sr. No.	Particulars	Details
1	Title of the Book	
2	Name, address, contact number and Email id of author	
3	Name, address and contact number of DTP office	
4	Name, address and contact number of proof reader	
5	Name, address and contact number of printing press	
6	Name, address and contact number of artist or cartoonist	
7	Name, address and contact number of plate making office	
8	Name, address and contact number of binding office	
9	Edition of book (First, second or reprint)	
10	Total Number of copies published	
11	Date of book publication	
12	Total pages and size of book	
13	Total Forms (One form=16 Back to back pages)	
14	Total number and size of plates	
15	Type of page and total number of rim	
16	Type of binding (Perfect, center stitch, section etc.)	

17	Royalty given - Author:
	     Artist:
	     Printing Press:
	          Total Royalty:	

18	Expenditure incurred – Printing:
	     Pages:
	     Transportation:
	     Distributors Commission:
	     Advertisement:
	     Other:
	          Total Expenditure:	

| 19 | Amount received from book selling - (Month, copies, rupees) | |

(Table No 1.5: Key Chart for Publishing Houses)

1.6.12 Agreement between Author and Publisher:

The general terms and conditions of agreement with author may differ from publisher to publisher in various aspects. The agreement between publisher and author will include following important points –

I. The agreement with person(s), organization(s) with their name, addresses and contact details.

II. Title of book, language, total page numbers (approximately), size and number of copies.

III. The date of manuscript submission by author to publisher.

IV. Tentative date of book publication.

V. If dates are not followed, what will be rights of both parties?

VI. The details of expenditure incurred by concerned parties.

VII. Royalty to author. (One time cash payment, installment wise cash or post dated cheque payment, by percentage wise, by page wise, by cash and remaining books copies etc.)

VIII. The complimentary copies (in numbers) given by publisher to author.

IX. The details of agreement will be liable for number of editions of book will get published.

X. The details of agreement after the death of concerned person and organization.

XI. The provision for copies of books destroyed by some reasons.

XII. The provision for breach or cancellation of agreement with time limit, reasons etc.

XIII. For any clarification or legal complaint; the details about jurisdiction area or place, person, organization etc.

1.7 Organizational Structure of Publishing House:

Generally small and medium type of publishing houses performs all types of activities from manufacturing to distribution under one roof so mostly they do not have separate organizational structure. But as far as large and multinational type of publishing houses divide the functions and operations in different aspects. Due to the heavy transactions, large scale production, high man power, different types of market and its segmentation, long distribution chain and different marketing strategies most of the large publishing houses purposefully prepare organizational structure to fix job responsibility for smooth functioning of the publishing activities.

The organizational structure of typical book publishing houses is as follows –
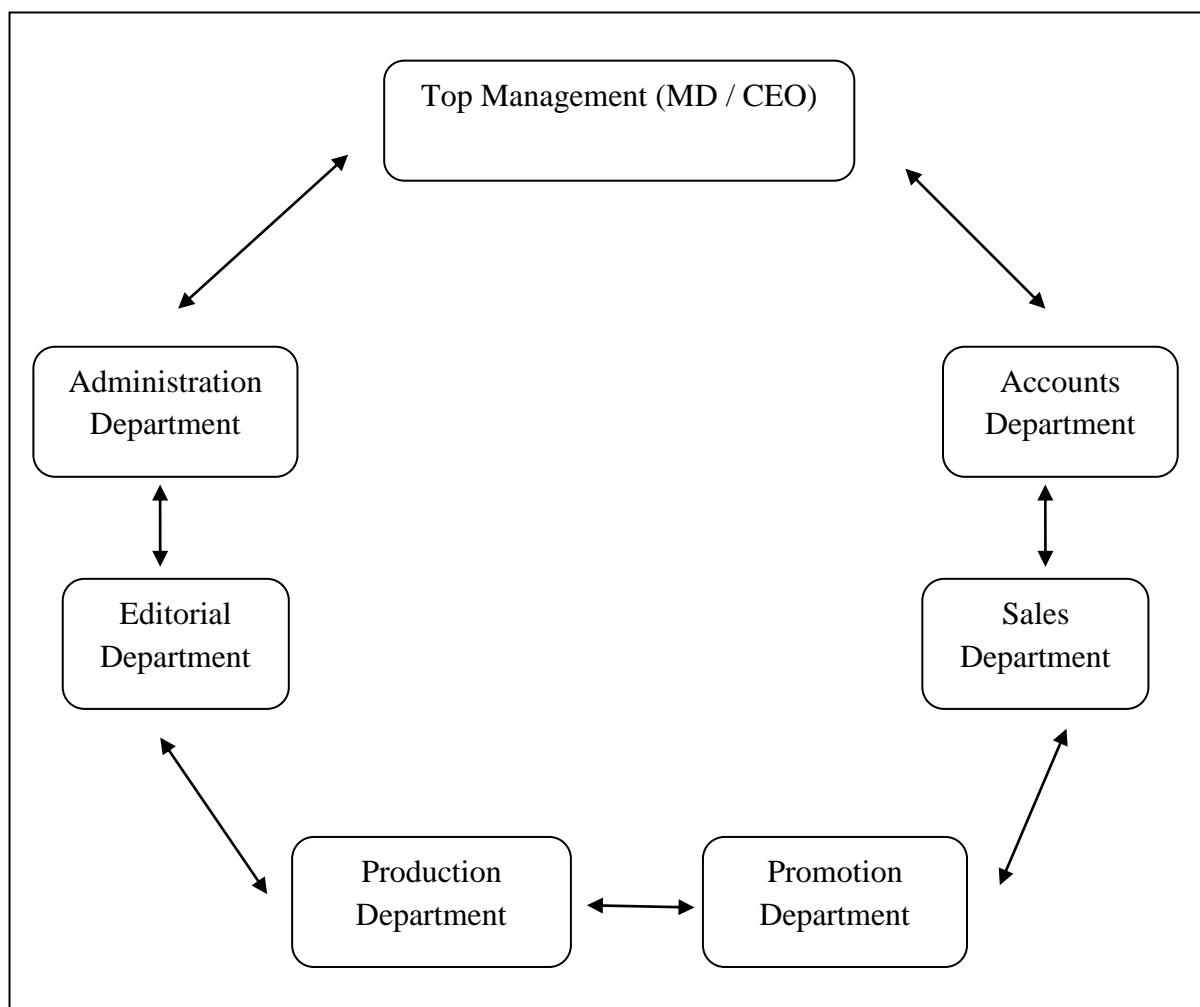
(Figure No 1.6: Organizational Structure of Book Publishing House)

Top management deals with overall planning and makes sure that implementation at different departmental level by solving problems. This department is trying to aware and adopt recent trends in publishing industry with the help of attending workshops, seminars, conferences, exhibition, trade fairs, know how by other publishers etc. Top management is trying to find

out new titles, authors for their upcoming publications. They plan such an event like publication of new book which create a branding of publishing house. This department deals in international environment to know latest technologies in digital world. The decisions of publishing book, in which quantity, how many pages, whether pages are colour or not etc. these questions were settled by top management. At the time of replacement of machinery or introduction of new technology top management will take overview in terms of acceptance, profitability, cost savings. This department will decide type of paper, binding and very importantly price of book.

Administration department facilitates co-ordinates with all other departments. To maintain record of muster, leave rules for employees, legal formalities etc. these tasks taken care by administrative department.

Editorial department deals only and when top management granted permission for publishing book by reviewing of full manuscript. This department provides support to authors, desk editing and even copy – editing for redrafting the script. This department ensures any mistake, ambiguity in contents of book as well as proof reading. Sometimes proof reading conducted by authors, inter as well as external proof readers and finally by higher authority of publishing house. Then this will forwarded to manufacturing department. This department also prepare cover page with the help of artist by consent of author and publisher.

After finalization of script and final approval from editorial department production will starts. Production department includes printing, binding, cover page etc. Top management was already given guideline about selection of paper, colour of printing, total copies and due date for this work.

Promotion department engage in planning of marketing activities which sanctioned and approved by top management with budgets. This department deals in publish article on newly published books, report on publication news, participation of trade fair and exhibition, conducting authors meet etc.

Sales department deals in sales activity. This department prepares the list of authorized dealers and distributors in various part of particular area or state with fixation of commission percentage. This department will decide when and how to enter in international market. They maintain records of bill payments in terms of cash, credit etc. This department will decide the credit period for credit transactions with certain limit. Now a day's because of online shopping this critical task is become easier and smooth because of tracking order details, cash on delivery, SMS alerts.

Accounts department deals in loans and advances, share capital, dividend distribution, cheque book and banks operations, income tax paid and return, provision of salary, various payments, maintenance of assets and machineries, preparation of final accounts, provision of internal or external audit, payment of professional tax in advance with consultation to top management.

1.8 Procedure to become Book Publisher:

1.8.1   The Shop and Establishment Act, 1948:

According to Shop and Establishment Act, 1948 before starting book publication business in India each and every publishing house should register their name with all details. This act was introduced to regulate the hours of work, annual leave with wages, wages and compensation, employment of women and children and other aspects of a shops or commercial establish. The Shop and Establishment Act has been enacted by various State Governments to regulate the conditions of work of employees in shops, commercial undertakings, restaurants etc. All commercial establishments must abide by The Weekly Holiday Act, 192 enacted by the Central Government.

The Shop and Establishment Act defines a 'shop' as – shop included any place or area which is used for sales activity. Sales of any goods and services like retail, wholesale to consumers. Shop may be an office, storeroom, godown, warehouse etc. but not a factory, residential property.

This Shop and Establishment Act defines 'commercial establishment' as the particular space utilized for any business, trade, profession purpose by architect, engineer, accountant, insurance or tax consultant etc.

As far as book publication houses is concerned, for any new publication house in any state must apply for Shop and Establishment Act of concerned state for registration within 30 days from commencement of business. The application (Form A) for registration must be submitted to the local inspector in the prescribed format with proper fees. The following information must be provided by publishing houses –

    I.   Name of Establishment
   II.   Postal address and year of establishment
 III.   Type of establishment (Public Sector or Private Sector)
 IV.   Name of Employer

V. Residential Address of the employer

VI. Name of Manager with residential address

VII. Type of establishment (Shop, Commercial, Hotel, Restaurant, Theatre or other)

VIII. Nature of Business

IX. Date of commencement of business

X. Total number of employees

XI. For Proprietary firm undertaking, for Partnership firm undertaking and deed of partnership and for Public or Private Limited Company undertaking, memorandum of article, memorandum of association and list of directors with residential address are required.

The application for registration Form A is submitted with all above information and fees.

The application for renewal Form B is submitted with all above information and fees.

The application for notification of change Form E submitted with all above information and fees.

The application for duplication and cancellation is also available at regional office. The online renewal also made available in some parts of India. The revised fees structure is as follows –

Fees for Registration and Renewal of Registration

(With effect from 06/05/2010)

Sr. No.	Category of Establishment	Fees in Rupees (Annual)
1.	Shops & Establishment having no employees	120
2.	Establishment having 1 to 5employees	360
3.	Establishment having 6 to 10employees	720
4.	Establishment having 11 to 20employees	1200
5.	Establishment having 21 to 50employees	2400
6.	Establishment having 51 to 100employees	4200
7.	Establishment having more than 100 employees	5400
Notice of Change Form 'E'		Fees - Rs.120/-
Duplicate Certificate Charges		Fees - Rs.20/-

(Table No 1.7: Fees for Registration and Renewal of Registration)

After successfully submission of application (Form A) with proper fees and documents to Shop Inspector; Shop Inspector will verify the information with application. If he satisfies with the information then the information mentioned in the application will mentioned in office authorities in Form C. Finally Shop Inspector will provide Establishment Registration Certificate to applicant.

The validity of certificate is depending on the regional place. Generally the validity is one calendar year. This certificate must be displayed in the main area of shop. The renewal of the certificate for the next year must be done before 16 December. This renewal certificate period may be 1 year or 3 years, as per the requirement of applicant.

Any changes in certificate are required, Form E submitted with Rs.120/- with all documents. If applicant wants to close the shop in such case prescribed application should submitted to Shop Inspector with original certificate. If the original certificate is misplaced, the same is mentioned in application letter in such case by paying Rs.20/- duplicate certificate will issued by concerned office.

This act is also known as Labor Law, so all persons working in shop, muster, pay register, legal rules, leave register, service book etc. should be updated on regular basis. Registrations under Income tax and Business tax are also essential. The registration under Sales tax will help for getting concession while purchasing pages as a raw material for publishing houses.

1.8.2 The Press and Registration of Books Act, 1867 and The Delivery of Books (Public Libraries) Act, 1954:

According to Press and Registration act, after publishing of any book certain copies which was decided by Government of India should send by publisher by own cost to the authorities. As per decided by Government maximum 5 copies send to libraries by publisher by free of cost and own cost within 1 month from publishing of book. By failing which under Press and Registration act, 1867 Part 4, Section 16 according legal penalty provision is mentioned. While submitting copies following information should be send –

  I.   Title of book
 II.   Full name of author
III.   Subject of book
 IV.   Name and address of publisher
  V.   Name and address of printing press

VI.   Date of publication

VII.   Price of book

VIII.   Number of pages

IX.   Size of book

X.   Edition

XI.   Number of copies

XII.   Copyright details

As per the provision of the Delivery of Books (Public Libraries) Act, 1954 Central Government had declared 'National Depositary Library' at various locations like National Library at Kolkata, Connemara Public Library at Chennai, State Central Library at Mumbai, Delhi Public Library at Delhi within 30 days from date of its publication. The authorities at above libraries (Librarian) is authorized to deliver books as per section 3 and provide acknowledge cum receipt to publisher. The violations of this rule, publisher may be punishable of fine Rs. 50/-

According to Delivery of Books (Public Libraries) Act, 1954 printing press should send five copies by register post to following organizations –

I.   State Central Library, Mumbai – 400023: One copy.

II.   Government Divisional Library, Pune – 411030: One copy.

III.   Government Divisional Library, Nagpur – 440001: One copy.

IV.   The Examiner of Books and Publications, State of Maharashtra, Mumbai – 400001: Two copies.

Publisher should send four copies to following government authorities –

I.   State Central Library, Mumbai – 400023: One copy.

II.   Connemara Public Library, Chennai, Tamil Nadu – 600008: One copy.

III.   National Public Library, Kolkata, West Bengal – 700027: One copy.

IV.   Delhi Public Library, New Delhi – 110023: One copy.

1.8.3 The Copyright Act, 1957:

This act comes into existence for safeguard the interest of creators or who actually deserves credit for particular invention. The publishing industry point of view, this act protects to authors in terms of rights, creativity and reward. Copyright provide protection to the efforts

of writers, artist and designers including publishers. For example: © Author means all the copyrights is with respective author or © Publisher means all the copyrights is with concerned publisher. This copyright is clearly mentioned in the agreement between author and publisher with terms and condition. The Indian Copyright Act also protects Intellectual Property Rights Agreement, 1995.

The procedure of registration of work under the Copyright Act, 1957 includes –

i. Registration should be on registration form. (Form IV)
ii. Registration of each word should be done for one application.
iii. Proper fees should be paid as per rules and regulations.
iv. Application must present in proper format with signature.

After completion of all above procedure successfully the applicant with application form and suitable fees should be submitted to copyright office at following current address –

4th Floor, Jeevan Deep Building, Parliament Street, New Delhi – 110 001

Contact No.: 011-23362436.

1.9 Career Guidance and Support Facilities to Publishing Houses:

Book publishing is an art as well as science. Book publishing is a purely team business. No doubt those are leaders in this business definitely they have their own team for publishing. Particularly those people involved in as 'family business'; in such case almost all family members are aware about anything and everything about process of publishing. Career guidance and support facilities mentioned below at international level and at national level separately.

At International Level:

In Canada, Government of Canada Publications offers 'Book Publishing Industry Development Programme' since 1995. The objective of this programme is to boost and support Canadian publishers to publish more books in Canadian market as well as in international market. Programme also provides assistance through various funding initiatives. This programme is available with English, French and Spanish languages.

Yale University, USA had introduced 'Yale Publishing Course' in 2010. This course focuses on how to develop suitable business strategies and innovating planning in current market situations. This also includes various types of publishing like top management, editorial process, business expansion, online marketing, sales and promotion activities etc. Yale University added two new courses in the year 2016 in the field of publishing of books and magazine media. These course will includes direct to consumer selling, subscription services, how to minimize cost, using social media and video in marketing, combating piracy, changing relationship with authors, agents, libraries, bookstores etc.

National University of Science and Technology, Zimbabwe had introduced Bachelor of Science Honors degree under Department of Publishing of Faculty of Communication and Information Science. This course provides knowledge on copy editing, book marketing, book design, e - book development, publishing management with an actual research project with publishing houses.

Full scale programmes are also offered in the UK and USA, concerning which information would be available with the British Council and the US Information Agency.

At National Level:

In India there were number of Universities and institutions running various programmes in the area of publishing those who wants to make career in book publishing. A course in what is now termed as 'communication' or 'mass communication' would certainly provide a very useful orientation for a person operating in book publishing – an orientation which will perhaps fit her to face more successfully than otherwise the impact of the growth of the electronic media on the book as we know it and to adapt it or even radically alter its form to meet the developing situation.

Delhi University, at its College of Vocational Studies, offers B.A. programme with Book Publishing as a specialization or major subject. This programme is rather general one and has yet, at the same time of the revision undertaken for this second edition, to develop satisfactory practical orientation. Currently, this programme gives knowledge about what book publishing is, what it does, and how it dose it.

Also at College of Vocational Studies, Delhi University provides a two year Post Graduation Diploma course in book publishing. Any graduate student of any specialization may take admission for this programme. This programmes offered various specialization like editing, production, promotion and sales. The lectures for this programme are held in the evening and

conducted by the expert persons those who have already working in publishing area. This expert people will helpful to students by sharing of his or her experience and current knowledge about the book publishing. The college, since 1984, has been housed in its own spacious grounds and premises, which should now (1996), enable it to make good this deficiency.

In 1986, the late Shri. O.P. Ghai, head of Sterling Publishers, New Delhi, sponsored and supported the establishment in Delhi of the Institute of Book Publishing which, since 1991 has been organized annual condensed (two-week) courses for publishing professionals who are also open to fresh first class graduates. From time to time the institute also organizes specialized programmes on subjects like textbook publishing and publishing books for children.

Indira Gandhi National Open University (IGNOU), offered one year Post Graduate Diploma in Book Publishing. The programme included on the job training at leading publishing industry where student may provided stipend and also opportunity of employment at the same industry. IGNOU is tie-up with Federation of Indian Publishers (FIP), at the completion of this programme student will get both certificates from IGNOU and FIP authorities. This programme also provides professionalism, ethics and skills of publishing sector ike editing, online proof reading, marketing, distribution, sales etc.

Book industry and trade organizations, and also the National Book Trust (NBT), New Delhi, India, organize short-duration training courses from time to time.

The BharatiyaVidya Bhavan, Mumbai from Maharashtra has for the last ten years or so been running a correspondence course in Book and Periodical Publishing specially designed for persons already employed in publishing houses. This course does not seem to go beyond the Delhi B.A. programme.

National Book Trust, Ministry of Human Resource Development, Government of India in collaboration with UGC – Human Resource Development Centre, Ranchi University, Ranchi organized job oriented eight days 'Certificate Course in Book Publishing' from 28th January to 4th February, 2016. The course fees of Rs.2,000/- This course is related with the publishing industry and provide entrepreneurial development skills to start own business. Admission will available at first come first serve basis. The lectures were conducted at Ranchi University, Ranchi.

University of Calcutta, West Bengal with its Centre for Studies in Book Publishing offers 'Post Graduate Diploma in Book Publishing Studies' in association with NBT. This course was introduced in 2007 which related with education, journalism and library science. This course gives knowledge about publishing books, newsletters, journals, occasional papers on various aspects of book publishing area.

This course also organizing seminars, symposium, workshop, special lectures on various practical aspects of book publishing. One of the objectives of this course is conducting various research and survey on technical, business and cultural aspects of book publishing. This course aims that, promoting more reading habits amongst children, students and youth. The course structure included editorial process, copyrights, book manufacturing process, inventory management system, marketing and promotion of books, distribution channel system, digital marketing etc. Resource persons come from an expert in the field of publishing across the country.

1.10   Current scenario in Indian Book Publishing Industry:

Indian publishing industry published qualitative text book as well as reference books. Publishers have tremendous opportunities for publishing new and innovative titles. Because of advanced information technology lot of revolution take place in India. Some of the publishers come up with website, videos, online multiple choice questions, free case studies, email marketing, SMS alerts for their digital marketing activities. Most of the publishers actively participate in book fairs and exhibitions regularly. At the same time publishing industry is also facing challenges form technological factors, high cost of paper, government policies, piracy etc. With the help of identification of new trends in market, competitors analysis and good marketing research publishers try to find out suitable business strategies to sustain into market.

With reference to educational books, Indian book publishing industry includes so many leading publishing houses. It includes Penguin Books India Pvt. Ltd., Random House India, Harper Collins, MacMillan Publishers, Seagull, S. Chand Group, Hachette India Publishing India Pvt. Ltd., PHI Learning Pvt. Ltd., Oxford University Press India, Himalaya Publications, Taylor and Francis Books India Pvt. Ltd., McGraw Hill Education (India) Pvt. Ltd., Harvard Business Publishing, Emerald Group Publishing (India) Pvt. Ltd., Cambridge University Press, Springer (India) Pvt. Ltd., Pearson Education, Sage Publication (India) Pvt. Ltd., Vikas Publishing House etc. All these publishing houses become popular because of

their respective core areas. All above publishing houses are not only operates in India but also in foreign countries with the help of joint venture, exporting, franchising, licensing, contracting etc.

1.11   Conclusion:

Publishing houses in India were treated as 'lighthouse' for providing latest education contents through their qualitative books. Most of the publishing houses adopted new technology for all functional aspects. It includes manufacturing, distribution, marketing, international business etc. There is positive competition among educational book publishers to improve their weak areas. Almost all publishing houses have taken advantage of the policies and schemes which were introduced by government of India.

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Chapter II

Marketing of Books and Use of Information Technology by Publishing Houses in India

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2.1 Introduction:

This chapter is divided into two different parts. The first part of this chapter deals with marketing activities conducted by publishing houses. It includes fundamentals of marketing and current marketing practices adopted by publishing houses. The second and very important part of this chapter focused on use of information technology for marketing of educational books by publishing houses in India. As regard to this part, current trends were identified and discussed in well manner. It includes E – book, online shopping, social networking websites, audio books etc.

2.2 Need of Marketing:

India is country where the concept of marketing is familiar with each and every goods and services. In India it is found that, for any product there were number of substitute products are available with different price, size, packaging, features, offers, discount etc. In such situation the need of marketing is required for such industries.

The Indian education system includes primary, secondary, higher secondary, graduation, post graduation and research. Other than primary and secondary education, from higher secondary education to research the education system includes various faculty streams. In short Indian publishing industry is based on above education system. Publishing houses publishes books on the basis of various faculty of the education system. It includes management, medical and nursing, ayurved and homeopathic, pharmacy, dental, law, education, computer applications, engineering and architecture, physical education, environmental science, general, biotechnology, fine arts, photography, hotel management, social science, trade (agriculture, forestry, fisheries), arts, commerce and science, magazines and journals. The total number of all above faculty wise publication is still increasing by every year. As far as educational books is concerned, it may found that, so many books are available in market on the same topic or title which may published by various publishers with many authors with many languages.

In such scenario there is need of effective marketing practices to create brand of publication house and to sustain into marketing environment.

2.3 Concept of Marketing:

Market is a place where buyers and sellers allow goods and services to interact in order to facilitate an exchange. This type of market may either be a physical market place where people come together to exchange goods and services in person, in bazaar or shopping center or a virtual market wherein buyers and sellers do not interact physically called online market.

Initially the organizations were manufacture very effectively. It leads to minimum cost of production and creation of demand. This type of concept was called as production concept, where firstly goods were manufactured without customer's behavior.

By early 1930's, due to the large scale manufacturing and less demand there was need of the concept sales. In this stage, organizations were engaged in manufacturing as well as attract customers with the help of promotion activities like advertisement, offers, discounts etc. In this sales concept, there was no importance for need or wants of customers on the other hand, organizations preferred more sales without satisfaction of customers.

After Second World War sales scenario was changed. The reason behind it is, customer income was increased it leads to product selection among various options which exactly satisfy customers needs and wants. This customer oriented environment forced organization for develop product as per the expectations of the customer not from organizations point of view. Finally sales concept converted into customer's satisfaction concept which was treated as modern concept of marketing.

According to American Marketing Association (A.M.A.), marketing is the complex activity which includes process for innovative creativity, better communication, fast delivery and easy exchange of goods and services to its final customers, clients, partners and society at large.

Philip Kotler defined marketing as, marketing is includes social process which starts from the needs and wants of an individual person or group of people and ends with innovative products which is offered for sale with exchange for money.

The marketing concept changed the total approach of company towards customer. Customer is known as king of any market. The goods and services were manufactured before knowing

the need, want and preferences of customers. Firms realized that if needs are satisfied then it will maintain long term relationship between customer and firm by creating brand name of firm. Customer awareness program is become necessity with the help of promotional activities.

Ultimately, the concept of marketing is depend upon marketing research which will provide necessary information at a glance about strength, weakness, opportunity, threat analysis of market. This information will helpful for top management to take strategic decisions regarding seven P's of marketing.

Marketing through online or digital media is now effectively used by almost all types of business including book publishing industry. Sending new catalog, newsletter, birthday wishes will create customer relationship with publishing house definitely enhance branding of book.

2.4 Marketing Mix:

The concept of marketing mix is combination of four P's. The four P's of marketing was invented by Prof. McCarthy in the book of 'Principles of Marketing'. This is an important concept in the area of marketing. The four P's are product, price, place and promotion. All four P's are equally important to each other in any type of business and any product and services.

2.4.1 Product:

The concept of product is defined as; product is anything and everything in terms of tangible or intangible can be offered in market having some qualities and capabilities which might be satisfy the need and wants of customers. Products that are marketed include physical goods and non-physical goods.

Book is an example of physical goods. For manufacturing book lot of raw material is required which was supposed to collect from various sources and processed through various stages. Author writes manuscript, then the manuscript goes for Desktop Publishing (DTP), then proof reading done, after that printing process start, printing paper is being folded, paper will cut, then paper binding, cover page printing and lamination is over and then finally book is ready for sale.

Book is product with lot of mixture. Book is core product in publishing industry. The title of book, its author and publisher, cover page, quality contents, page type, type of binding are the core parts of a book. The marketing strategy is depending upon all these points. Some book is offered for sale with CD and also in good packaging. Packing is not only for durability of the product but also it will increase the image of publication house.

The term brand was defined by American Marketing Association, brand is marketing instrument which differentiate product among various competitors. This is world, colour, symbol, design and combinations of above. Branding used for identification purpose with the help of logo, trademark from the point view of customers for selection of products and services. While studying consumer behavior, brand of product leads to brand loyalty from the customers. With reference to educational books the Prentice Hall of India Private Limited, Himalaya Publications, Oxford Publication etc. are the customers preferred brands in the Indian book publishing industry.

Each and every product has its own product life cycle. Marketing strategy for each stage is different depending upon targeted market. For new publisher he will try to publish very few books but he will more focus on marketing activities for creating its name. While in growth stage, sales are increasing at increasing rate, publisher will try to publish more books with some branches. But at the same time publishers offers more discounts. In maturity stage publishers are in the stage of no profit no loss. Exactly opposite at in decline stage, sales are decreasing at increasing rate. No products sold in high quantity even lot of promotion was done. So this type of situation leads to last stage that is death stage where product is become out of market, customer had changed their mind.

As far as an education book (product) is concerned, a book is published in such a manner – it easy to carry, it includes the syllabus of concerned University and the language is very easy to understand from student's point of view. The latest information should be incorporated by author in next edition which may published by the publisher.

2.4.2 Price:

In simple language, price is the quantity of payment or compensation given by one party to another party in return for goods and services. The price is for any product is depending upon demand and quantity being supplied into market. From the publisher's point of view, price is the return on investment like, man, machinery, methods, material and money. In different language, the price of book includes all expenditure incurred on various stages of

manufacturing from typing of book to promotion activities. On the other part, the price is set taken into consideration of purchasing power of customer.

Most of the publishers prefer creaming or skimming pricing strategy as a part of marketing practices. In this strategy the new book published into market with highest price for a limited period of time. This strategy often used to target early adaptors of goods and services when recover the investments. After having the expected profit or if sales are not expected in such cases publishers try to reduce the price of book. Most of the publishers spend more expenditure on paper as a raw material, transportation cost, cost of channel of distribution, maintenance of godown and promotion activities.

Generally a publisher offers some discount on sale of book. Obviously discount is depending upon the total amount of sales of books. A customer is also so educated to get an advantage of such offers and discount offered by publisher time to time. Publishers also come with attractive schemes such as discount, free books, offers, gift coupons etc.

2.4.3 Place:

Place in the marketing mix refers to the channel, or route, through which goods and services moves from the source to the final user. In short, place is the point where goods and services are easily made available to customers with the help of various distribution channels. Place could be the intermediaries, distributors, wholesalers and retailers.

A publisher has to decide selection of the best distribution channel keeping in mind customer's preferences. The right place means greater chances of sales over a long period of time. This translates into greater market share, more profits and better ability to track the changes in the market place in thinking, styles, fashion and needs.

Publisher may prefer direct channel of distribution where book can be sold directly to customer without any middleman. Now the website of the publishing house has a facility of online shopping so it is called as direct distribution. On the other hand, book can be sold with the help of wholesaler or retailer or agent or combination of any then it is called as indirect distribution. In a deep sense, the price of book in a direct distribution is somehow low. At the same time publisher may save the amount spent on commission to some parties. But when the book in indirect distribution is quiet high because of amount spend on commission was gone to some parties.

2.4.4 Promotion:

Promotion is an essence of the term marketing. Promotion refers to raising customer awareness of a goods and services, brand, generating sales and creating brand loyalty. Basically for promotion of any goods and services there are three objectives like to present information to consumers and others, to increase demand and to differentiate among competitors.

Publisher may adopt various promotion methods like personal selling, advertising, publicity etc. With the use of information technology publishers are promoted their publishing house with the help of CD or DVD, online shopping, e – catalog, SMS alerts, updated website, mobile application, video conferences, social networking websites etc.

The promotion of books can be by participating exhibitions and book fair, by creating author's meet with media coverage, attractive packaging of book with CD, special discount, by providing membership, by television / print / radio advertisement, by way of free samples of books. Some of the publishers agreed that, if properly investment planned for promotion activities the total sales revenue was slightly increased for the specific year.

2.4.5 People:

This component deals with people or staff associated with organization. From the top management point of view, to train and guide this sales force who directly or indirectly interact with customers. The customer relationship executive, sales representative and concerned person should take considered for such training programme.

For publishing houses, all the people including salesmen should be trained in a good manner. Because in future these will direct interact with customer for the purpose of sale. A sale of any publishing house is not only depending upon book quality but also for interaction with the sales people. The book purchasing decision of customers depends upon quality of service and its delivery provided by sales people.

2.4.6 Process:

This element of marketing mix related with service management, the way organization provides services; solve complaints and feedback system from customers. It required systematic process to clear doubts of customers and increase customer confidence. Process is related with the system used to deliver the service.

In the area of book publishing industry, the service should be rendered to customers in sophisticated way. If any problem will arise from customer like printing problem in such case publishing houses should provide another new copy of book. The issues relating to customer's confidence or brand loyalty should be solved tactfully. In short, to understand the problem faced by customer, with trained staff solve concerned problem as early as possible to avoid negative approach of customer towards organization.

2.4.7 Physical Evidence or Layout:

In marketing, how a goods and services are offered, launching time, surrounding environment all such factors equally essential. This element of marketing mix is deals with location of service delivery. The retailers should have unique services or operations in the shop itself.

While purchasing book from any publishing house, variety of books, sufficient lights, provision of reading facility, proper service etc. is nothing but part and parcel of physical evidence. All these are being seen and have physical evidence form customer point of view. In short, the ambience of shop makes direct influence on sales of book at book store.

2.5 Current Marketing Practices in Indian Book Publishing Industry:

For any book publishing houses they have its own marketing practices depends upon their own strengths, weakness, opportunities and threads. After successfully implementation of marketing research which was conducted by the experts, publishing houses will decide which will more important practices for their houses. Accordingly with the help of market segmentation, publishing houses will introduces various promotional offers for particular segments for increasing sales as well as after sales services. After launching any specific offer most of the publishing houses with the help of sales information decides that, whether to launch same offer in other segment or not, modified the offer or continue with the same offer.

No doubt for study of marketing environment publishing houses has excellent marketing team which not only increases the sales volume but also increase brand name of houses. It is found that most of the leading and non – leading publishing houses while selecting marketing executive give more focus on the domain knowledge and communication skills. Such selected executives will provided the on the job training so they trained well in the business. The marketing executives are the middleman of customers and top management of publishing

houses. They may advise to management, need and wants of customers, changing role of customers, on which promotion strategy is poor or very important etc. Following are the current marketing practices adopted by Indian book publishing industry –

2.5.1 Exhibition and Book Fair:

Exhibition and book fair is the best marketing practice which was mostly adopted by publishing houses. Such events were organized by leading news paper or any private / public organization in a central heart of city, where all people with family visit all stalls and finally shopping. In exhibition there were stalls of all items like cookery, electrical, furniture, stationary etc. From marketing from of view, there were less book stalls in exhibition. But as far as book fair is concerned all publishers in different languages with variety of topics were come together for selling of books. In book fair all types of books includes like educational, children, social and cultural, musical, journal, travel, biography, historical, competitive, religious etc. Book fair is an opportunity not only for publishers but also for customers.

Particularly in book fair, publishers provide attractive discounts, free books, special scheme or offer, gift coupons, talk to author with his or her signature with photographs etc. Publishers also aware about the recent trends in particular subjects or business, they discussed with another publishers for purchases or exchange of books, sharing each other catalogs, sharing of new ideas or thoughts. Having a stall in book fair, sometimes it shows an existence of particular publishing house in overall market.

The best example of book fair is – NBT and India Trade Promotion Organization jointly organizing every year 'World Book Fair' at Pragati Maidan, New Delhi. In this fair not only Indian publishers but also foreign publishers participated regularly. Some book fair also organized on the basis of language like Marathi; 'Akhil Bhartiya Marathi Sahitya Sammelan'. This Sammelan was organized every year particularly for the Marathi literature. Emerging topics and problems related to Marathi language discussed with renowned authors.

2.5.2 Author's Meeting:

This is another new marketing practice implemented by few publishers. Especially while publication of new book ceremony. Publisher and in sometimes authors may organized this event with the help of media representatives. The all information is already made available to public with various media well in advance. In this event, anybody can directly ask questions to author regarding book. Due to camera facility and audio arrangement this will create more attention towards the Author's Meet.

National Book Trust (NBT), New Delhi also conducts such events called as 'Authors Corner'. Where very discussions were takes place on the important topic related to book. Sometimes after the discussion is over author will give a copy of book with his or her signature. In such event, customer may take photograph along with author. It will increase the demand for the book.

2.5.3 Membership:

Some educational book publishers provide membership facility to customers. Obviously those customers purchase regularly in bulk quantity. Those customers who always purchases books from particular publishers, generally in such case individual membership facility provided to customers. It helps to customer to buy more and more book on variety of topics. But now a day the percentage of individual membership is very low to comparative with library membership.

Public, private and co-operative sectors libraries may take advantage of this membership facility. Because in any library the number of readers is more and they require wide range of topics for reading. Some of the libraries are aided and non-aided. So, publishing houses provides various books on different topics, in large quantity to library as a library membership. In such cases, libraries also get good rate of discount from publishing houses. Some publishers also provide calendars and diaries as a part of marketing practices.

2.5.4 Special Discount and Offers:

In today's scenario is concerned customer is king of any goods and services. If the discount is high it leads to higher sales. Customer will induce buying when he or she is aware that, any particular publishing house is offering good discount. It is not sufficient that only quality and content of the book is good, it required some attractive discount. Sometimes publishing houses also offers flat discount on and above the purchases of certain amount. This discount and offers is available on launching of book, any festival season, end of year or closure of stock etc.

As far as book publishing business is concerned every customers demands high rate of discount. From the publisher's from view of point, consideration of cost of paper, printing, binding, distribution and advertising it's very difficult to provide high rate of discount. Still publishers try to offer more and more rate of discount to customer for keep reading.

2.5.5 Advertising (TV / Print / Radio):

Advertising is always core activity of any publication house. Broadly type of advertising includes television, print and radio. In current practices adopting television advertising is too expensive for most of the publishing houses. Particularly about Indian book publishers are not as much interested in television advertising. Now a day's adoption of radio advertising is becoming so popular. A few seconds advertise on radio makes a good brand image on potential customers. Radio advertising reaches most of customers within a specific city. Publishing houses prefers radio advertising on occasion of launching of new book, special discount or offer on books and book exhibition is organized.

Another most of the publishing houses prefers type of advertising on regularly basis is print advertising. A book (title) is also type of print advertising. Because book, which is product of publishing houses which includes quality of knowledge, its content, quality of paper and it's binding become a good marketing points. Most of publishers used on the back side or inside of book for the purpose of marketing; it includes the brief description of upcoming books or some information about authors. Some publishing houses gives advertising in leading local news paper in different ways like a photo of cover page and its brief information about the book. News papers also provide a platform for marketing of publishing houses in reasonable expenses. News paper publishes this kind of advertising called review of book on particular day in a week with separate supplement or title. This print media adverting used by publishing houses when any new book published or going to publish, new discount coupon offer launched, authors meet or book fair is organized, pamphlet distribution etc.

In short, among television, radio and print advertising is concerned print advertising is adopted by most publishing houses because of reasonable rate. On the other hand radio advertising is used by less publishing houses due to some expenses. And television advertising is not as much adopted because of high amount of investment.

2.5.6 Free / Complimentary Books:

This kind of psychological marketing practices deals with the one of the important aspect consumer behavior. As an Indian customer if anybody is offering anything as free; no one can say no. Especially the educational book is concerned; most of the leading publishing houses with the help of their smart and trained 'Sales Executive' offers complimentary books to faculty member, authority of library and even to Principal or Director. If faculty member

recommend specific book to students, then obviously students will purchase and read it. If a higher authority of institution is interested in the specific book on recommendations given by faculty members and library; they may purchase books in maximum quantity.

At University level, according to rules and regulation of UGC, NAAC the amount called 'Library Fees' is collected from students at the time of admission. This grant is being utilized properly till March end; on that basis next grant will be decided by State and Central Government authorities. At institution level, the student – book ratio must satisfy on regular basis. Sometimes library provides 'Book Bank' to all students.

Most of the publishers also offer complimentary copy of book to individual customer on huge purchase. Sometimes publisher provides free diary, pen, calendar, gift card and discount coupons to customers. But for small and medium size publishing houses this marketing strategy may not be appropriate due to some financial problems. This marketing practice may afford only by leading publishing houses not only because of finance but also well trained sales force and particularly expenditure spend on the experts in this field. From the publisher's point of view, free or complimentary book as a marketing practice may or may not be successful. This will depend upon his financial strengths, quality of book and corporate relations.

2.5.7 Cash on Delivery:

Cash on delivery (COD) is marketing practices used by most of the publishing houses in urban areas only with huge purchases. Particularly for online shopping as well as order booked by tele-calling publishing houses provide free delivery of books at the customer's address with proper invoice the amount is being paid once the delivery is done. Some customers have doubt in online shopping in such case this service is made available by website. At the time of booking order customer is provide all the personal details. Some publishing houses send confirmation SMS to customers mobile. It includes the order details, quantity of books, discount rate, delivery charges if any, total amount of bill, know the delivery status and date of delivery. From publishing houses point of view, they have also some conditions to provide 'Cash on Delivery' service to customers like the minimum amount of invoice, specific kilometer range etc.

2.5.8   Reward Points / Gift Cards:

This is another marketing practices adopted by publishing houses called reward points. Particularly after sales is over publishing houses send SMS to customers regarding the reward points. The reward point is depending upon the sales volume. This reward points being utilized till some specific period of time. This will reduce certain amount of invoice once a sale is done.

As an Indians, on the occasion of birthday we give book as a gift to our relatives. Taking this in mind some publishing houses stared 'Gift Card' as new marketing practices for the customers. This gift cards are available from amount Rs.200/- to Rs.1000/-. By using this gift card the customer purchase the books as per his / her interest with number of varieties of books.

2.6 Export and Import of Books:

2.6.1   Export and Import Policy for Books:

The Ministry of Commerce, Government of India has announced a new export and import policy for a period of 5 years effective from 1st April, 1997. Under this new policy, any organization or person is free to import and export of books on educational, scientific and technical subjects without any restriction. Import of other type of books is allowed subject to only having license. Imported books significantly supplement the output of the domestic book industry, India's export of books are not substantial but however they are on the increasing. Imports are generally allowed by Government against licenses issued to established importers on the basis of previous year's performance. They get a credit of 90 to 120 days and even 180 days in some cases.

India's major sources of imports of hard bound books, newspapers and journals are UK, USA, Germany, Singapore, Hong Kong, Japan, Netherlands, Italy, Sweden, Switzerland, Austria, China, Bangladesh, Malaysia, Egypt, UAE, Germany, Spain, Korea, Philippines, Portugal, France, Australia, Thailand etc.

2.6.2   Exports:

Indian books were being exported to over 80 countries throughout the world. Government of India has been taking tremendous efforts for the promotion of exports of books and other supporting materials. At present India is exporting its books to 120 countries in the world. One fourths parts of the books exported to USA and nearly a one tenth to the UK, the rest go

mainly to Bangladesh, Canada, Singapore, Nepal, Sri Lanka, Australia, Philippines, France, Norway, South Africa, Switzerland, UAE, Uganda, Zambia, Spain, China, Netherland, Zimbabwe, Malaysia, Denmark, Nigeria and Brazil etc. While majority of books exported are in English, Tamil books are also exported in substantial numbers to Malaysia and Singapore. The subjects covered include philosophy, religion, science and the humanities.

There were no single method is followed in locating markets abroad. The Indian exporters prepare and periodically update the mailing list of potential buyer's viz., Universities, booksellers and institutions. The Chemical and Allied Products Exports Promotion Council (CAPEXIL), also provides the list of potential importers.

Most of the books imported from India are on the basis of subject matter rather than on the reputation of its authors. Export discount various from 40% to 50% and may go even up to 55%. Very few exporters allow less than 40% discount. The usual credit period allowed to the importer is between 120 and 180 days. The Reserve Bank of India stipulates that it should not be exceeds 180 days. The book is normally sent by sea that is with the help of Merchant Navy. It may take about 2 – 4 months to reach its destination.

The Ministry of Education, Government of India has an Export Promotion Division. Among the main activities of this Division is the market survey information obtained from Embassies is being circulated to publishers through their Federations, foreign buyers replace their orders to a great extent, on the basis of 'Indian National Bibliography'. Therefore, nearly 60% of the sales of 'Indian National Bibliography' are in abroad.

2.7 Concept of Information Technology:

Information technology (IT) may be defined as the technology that is used to acquire, store, organize, process and disseminate processed data which can be used in specified applications. Information is processed data that improves our knowledge, enabling us to take decisions and initiate actions. Information technology is the application of computers to store, retrieve, transmit and manipulate data.

Data can be interpreted in singular and plural form. It requires interpretation to become information. To translate data to information, there must be several known factors considered. It may be arranged in various type of data structure like object, tree and graph. It may be stored in various types of string, number and other forms of data structure.

The computer is a one kind of device which is used for different type of operations like logical, arithmetic, comparison operations. With the help of this device we can solved various

problems and finally provides the outcome. When unprocessed data is sent to the computer with the help of input devices, the data is processed and sent to output devices. The input devices are regulated by Central Processing Unit (CPU). The input devices of computer are keyboard, digital camera, microphone, touch screen and mouse etc. The devices through which computer gives output to other devices known as output devices. Output devices include computer monitor, printer, projector, sound card, speaker etc.

Computer is a system of combination of hardware and software. The term hardware covers all of those parts of a computer that are tangible objects. It includes circuits, displays, power supply, cables, keyboards, printer etc. are hardware. Software refers to the parts of the computers which do not have a material form, such as programs, data etc. Software is intangible in nature. For publishing houses Desktop Publishing (DTP), PageMaker, Photoshop and Corel Draw software's which was installed on computer.

Most publishing houses adopt website, online payment, SMS, email communication, chatting etc. that is nothing but use of information technology in smart way. Because of this all the information of publishing houses easily shared with anyone at any time in the world. Due to the advanced development of smart phone with 4G internet facility created awareness among youth and even publishers. To sustain in today's market putting smart work by using information technology is become need for any publishing house.

2.8 Use of Information Technology by Indian Publishing Houses:

Information technology is positively affected on publishing industry in world. From the stage of printing to publishing in an every stage information technology plays a vital role. For typing purpose Desktop Publishing (DTP) this system removed the importance of typewriters. Now a day's DTP is available in various languages which was development of software. For example for Marathi typing Shree Lipi with Modular type of keyboard is used. While using typewriter one mistake leads to type all matter once again. But using in DTP, number of changes easily operated with less time and minimizes wastage of papers as compared to typewriter.

Earlier Dot Metrics printers used for printing purpose. But the quality of ink impression on paper is too low and it was taken some time for the same. Now Laser printers are used everywhere. Because it takes less time for print as well as the quality of ink impression on paper is very high.

With the help of advanced software such as Photoshop and CorelDraw the artist work is become very easy. Number of features is available for enhancing the quality of picture. Publishers feel that the sale of book is depending upon the cover page. So publishers try to prepare cover page very attractive and talkative with the help of artists.

The new revolution was come into printing industry called Computer to Plate (CTP). This technology requires data as a Desktop Publishing (DTP) this will converted into plate for further printing process. Most leading printing press this type of machines used because of less maintenance, time, space and fast printing speed. Print on demand (POD) is being possible just because of such innovative machines.

After printing of book earlier publisher follow paper folding machine, paper cutting machine, paper binding machine and lamination machine separately after a specific period of time. But with the help of information technology now it's possible to run all three to four activities carried out at one time. Today fully automatic and semi automatic machine with hydraulic powered and advanced programme is available in market. This machine is first fold paper according to plate, after that it paper will cut as per information given in different sizes. Now cover page will ready for lamination purpose. Last stage will binding of book or journal obviously the type of binding will depend upon number of pages.

A new area which has emerged recently, that is world wide web (www) or internet which is also used for designing website. Website is created using markup languages such as html or Xml. This website should update on regular basis and it should be protect from viruses. The website of publishing houses will provide all new activities, online shopping, authors meet, e-catalog etc. Email id is too important for communication purpose with a domain of publishing house.

Electronic book (E-book) is recent development caused due to evolution of information technology. E-book is not just soft copy of book. E-book is helps for sustainable development through paperless publication, easy to share from anywhere to anytime, the cost is very less comparatively with hard bound books. Some unique features in E-books with advanced software development were done by various developers like Amazon Kindle. Once reader stops reading at particular page, after some time reader wants to read once again. In such case automatically the exact page will open, without remembering the page number by reader. While reading like in hard bound books mostly readers try to make special remarks, underline, use colour etc. All such things can be done while reading E-book.

Apart from E-book now some publishers publish an E-journal with ISSN number. It may call as side business of publishing houses. Publishers have exclusive website for these E-journals. Some are published monthly, quarterly and yearly with impact factor. Mostly research scholars are interested to publish their articles in such reputed E-journals. The fees are also very less comparatively hard bound journal. Some E-journals are listed in FT 45, Google Scholar, Scopus etc. will helps for more citations for the author. The facility of online payment gateway is made available for payment purpose.

Audio books are also available in market just because of information technology. Those who are blind readers these type of books are preferred by them. Sometime small kids also enjoy these audio books. With the help of quality of voice and background music the hobby of reading will satisfy by audio books.

2.9 Use of Information Technology for Marketing of Books:

2.9.1   Need of Information Technology for Marketing:

Information technology has made significance importance to every business, publishing houses is not exception for this. Information technology has made significant role in marketing of educational books. Now a day's only book is not just offered for sale. Book is final output of publishing industry. Whereas marketing is starts with need and wants of readers and ends with customer satisfaction. Customer satisfaction is being analysis by quality of knowledge given to reader by book. If customer satisfied then customer will may loyal to respective publishing houses. But customer is unsatisfied the reasons collected by various market research surveys conducted by publishing houses. Based on these new methods, tools, analysis may be added in next edition of book.

Number of educational books is available in market by well known authors and publishers on various topics with different languages and territories. Here the need of information technology for marketing is become necessary from publishing houses point of view. Information technology helps to target more customers with less time and efforts. With the proper use of information technology now effective marketing practices is now possible. From the publisher's point of view, with the help of book and information technology, they want to reach market with all types of books with single time.

Some unique features of information technology will make difference between publishing houses. The use of information technology for marketing will include E-book, audio book, E-

journal, CD, DVD, website with online shopping, E – catalog, social networking sites, video conferencing, email communication, QR code and bar code system.

All above mentioned features of information technology will create more brand loyalty with publishing house. These will also a marketing strategy of any publishing houses.

2.9.2   Current Trends in Marketing with the Use of Information Technology:
2.9.2.1 E – Book, CD, and DVD, Audio Book:

Information technology is changing day by day; a book publication industry is not an exception. Publication houses are not use information technology for manufacturing use only but also for marketing purpose. 20 to 25 years ago publication houses sales only book. The marketing practices are functioning beyond the only selling book; it includes after sales services. 10 to 15 years ago some publication houses at the end of book attached CD or DVD. This includes important points and figures as well as some important part of the book in soft copy. This CD or DVD was prepared in anti write function. It means that no one is allowed to prepare copy of CD's. Only publication houses have this right to prepare and distribute CD or DVD. This was the first generation in the area of physical or hard bound books. This CD or DVD included in audio and video format.

In recent 10 years back, there was new concept came in to market called 'E book'. E book means electronic book. This was second generation after CD or DVD. In simple words, the soft copy of book which was prepared in PDF format with password protection published by publication houses. In the process of hard bound book, it includes printing, binding, cutting, lamination etc. It requires also heavy investment, machinery and time as well.

As far as E book is concerned only computer, scanner and Adobe PDF licensed software is required. E book can be prepared in less than one minute; including audio and video format. It eliminates all process of manufacturing hard bound books. E book reduces large investment, machinery and time also. The overall size of E - book is too less; like in Giga bytes (GB). The cost of E book also very less by 40 to 50 percentage in comparison with hard bound books. E book is very convenient from purchase, reading, store point of view. E book is supported with computers, laptops, tablets and smart phones as well.

Now a day's leading E books are available on publication house's website. On the other hand more than one lakh E books are available free of cost on website. Some publication houses manufacture E book more than hard bound books because of less expenditure. The young generations of India and over the globe using smart phone so automatically demand for E –

book is increasing day by day. Anybody can download it smart phone and read it anywhere in the world. Sustainable development is very important factor from publication houses. Green and eco friendly environment is need of the world.

The best example of E - book is Amazon Kindle. This provide all support and after sales services to customers. Minimize and maximize function, compatible with any device, less price and quick installation are some important features of Kindle. When customers is reading E book on particular page with specific line and word; customer wants to stop reading due to some reasons. In such case customer may press one button and after some time when customer read once again at the same page, line and word. This makes difference from Kindle or any other.

In the today's world the preparation by publication houses and use of E book by customers is increasing day by day. But in India, all publication houses are not adopted E book due to some reasons mainly financially. At the same time the uses or customers of E book is not as much compared to foreign countries. Most of the Indian customers still prefers traditional shopping and purchase hard bound book and keep reading. Some publication house and authors are not ready to go for E books due to royalty and other issues. But slowly Indian customer is changing because of information technology. This information technology is also successes in marketing practices as well.

Audio book is another marketing strategy which was more used by small children and blind customers. Excellent CD cover, quality voice recording and some musical effects will made audio book become more attractive.

Now E book and audio book is necessity of publication house industry. They must adopt this information technology because the needs of customer are changing. Finally marketing practices are also changing significantly. To compete the competitors using information technology for marketing of books become necessity for publication houses of India.

2.9.2.2 Website having features of Online Shopping, E – Catalogue, Online Payment Gateway etc.:

In 1991, India adopted LPG policy. The importance of information technology is must for all sectors particularly for marketing point of view. Having website is not just enough for marketing, it must be updated regularly. Especially for publication house industry website and cover page is as same as from marketing function. The cover page of book shows all information about book. Like that website shows all information about publication house. Website shows the history, vision, mission of publication house. It includes all address details of head branch and other branches, the authorized dealer's information with all details. E catalog which give all books introductions. Website provides latest and award winner books, upcoming events, event news, authors meet schedule, attractive offers and discount, author's information, details about book fair or exhibition etc.

Particularly for publication houses website must be feature of online shopping is become necessity. This facility increases the awareness among customers. Some customers are afraid about online shopping; for those customers cash on delivery is best marketing option. In online payment the payment gateway system must be secured and maintained. This is advanced stage of information technology after website that is online payment.

2.9.2.3 Social Networking Websites and Applications: (Blog, Facebook, Twitter, What's App.):

In today's 21st century for publishing houses having website is not enough; they adopt social networking practices for national and international marketing. These social networking practices allow manufacturers, wholesalers, retailers, distributors, agents and customers at international level. These practices will also helpful to authors to write book on very emerging topics. Social networking practices include blog, Facebook, Twitter and What's app account of publishing houses.

All above social networking types will promote the various activities of publishing houses; with the help of likes, comments, shares the photos it will create a good impression in the field of online marketing. It will also enhance public relations through chatting and writing review on publishing houses. Any king of marketing activities like launching a book, authors meet, book fair and book exhibition will automatically informed to friends or groups created on social networking. Publishing houses will also know about recent trends in the area of online marketing.

2.9.2.4 Video Conferencing:

Especially for any promotional activity of leading publishing houses like authors meet and launching new book video conferencing plays an important role. If some reputed authors attending authors meet then obviously crowd will be more; in other ways authors being participated through various corners of India video conference is essential. At the time of launching a new book from publishing house's head office and them want to made available it's various branches in India video conference is needed.

Most of the times, launching book ceremony conducted by renowned persons in the field of education, politics etc. at that time video conference is must. These videos may be uploaded on you tube and website of publishing house. Videos will also become a part of marketing strategy. Sometimes some movements of videos may publish on newspaper and television. Selected videos may keep for further reference of publishing houses.

2.9.2.5 E – mail and SMS Alerts:

SMS also gives gentle reminder and information for any publishing houses activity. By sending emails of new catalog, bulleting, newsletter will enhance social network in excellent way. Now a day's most of the publishing houses in their website create facility of customers that enter email id and contact number for getting newsletter and important updates on regular basis. This kind of communications not only provide information about the launching ceremony of new book or revised edition book, prelaunch offer, meeting of authors, special discount offers but also on birthday of customers some publishing houses send SMS also. Such email and SMS communication will create a relationship between the publishing house and customer.

2.9.2.6 Bar Code and QR Code:

Due to advanced revolution of information system, bar code and QR code system was introduced. Both systems are very important from publisher's point of view like for identify details about manufacturing, stock verification, inventory control etc. Today almost all publishers preferred bar code system and QR code system by printing at back side of cover page. The bar code system includes basically three things; bar code software, bar code labeling printing machine, bar code scanner. By using bar code software any publishing houses can create their bar code as per the requirements. Bar code gives information about the manufacturing date, month, year, edition, price etc.

2.10 Conclusion:

This chapter can be concluded that, Indian publishing houses are adopted various offline and online marketing activities to target customers. With the help of research, publishers always tried to find out changing consumer behavior factors and upgrade themselves. At the same time publishers are also keen interested to find out new ways for marketing of books and attract more potential customer.

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Chapter III

Review of Literature

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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 EI-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.

Latrobe Kathy (2004) the paper studied selected supplements from the year 1975, 1980, 1985, 1990, 1995 and 2000 with special reference to trends in children book publishing. The paper discussed various trends like size of books, content and quality of books, introduction of small picture etc. The paper concluded with forecast of children book with respect to their need and preferences.

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.

Stephen P Bradley, Nancy Bartlett (2010) the paper highlighted the recent trends in year 2010. Paper discussed electronic book retailers, royalty rates, release strategy, cheaper cost of E - books and distribution rights. The new terminologies like website, print on demand, E – book, digital market, online shopping etc. was critically discussed by researcher.

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 Bames & 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 Germen 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 –

Sr. No.	Consumer Behavior Practices	At Traditional Bookshop (in percentage)	Consumer Behavior Practices	At Online Bookshop (in percentage)
1	Browse then purchase	76%	Look for specific books	81.8%
2	Just browse	67%	Read reviews	56.8%
3	Look for a specific book	40%	Look for something and fancy	51.1%
4	Visit the coffee shop	32%	Look for bargains	39.8%
5	Meet friends	3%	Get ideas for browsing in trade shops	39.8%
6	Write letters, work, read paper	1%	Just browse	35.2%

(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%), news paper 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 w as 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 indentified 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 Germen 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

was254.035 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 world was concerned, America was first country after that, Australia, Canada and Dubai were Marathi books was 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 Sates 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.

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Chapter IV

Research Methodology

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Research Methodology

4.1   Need for the Study:

Because of knowledge, theory, models, practices and ability to manufacture excellent books with qualitative contents has created the opportunities and challenges for publishing industry in the worlds market. At the same time, competition to win the customers has been increased drastically. World is becoming the small village and many foreign publishers have entered in India and other countries. Marketing concept is shifting from consumer satisfaction to consumer delight. Now consumer lives in digital environment with latest devices. Publishing houses instead of regular business practices, should design new marketing practices by adopting information technology to increase the market share by understanding consumers need and preferences. E – book technology was already came into publishing industry some publishing houses has fear that sales of printed book may goes down in future. This situation created need for the study to use advanced information technology for manufacturing, reading and marketing for sustainable growth through consumer satisfaction.

4.2   Statement of the Problem:

In the world of online distribution or digital libraries demand for educational book publishing houses is affected and there is an opportunity to restructure existing marketing practices by adoption of information technology so as to maintain or increase market share through customer satisfaction.

4.3   Research Gap:

Most of the researchers have carried out research on administrative functions and manufacturing process of book publishing houses but not as much research carried out on use of information technology for marketing of educational books by publishing houses in India.

Research papers or articles writer have carried out survey on marketing of print media like newspaper, magazines and novels but not on educational book publishing houses.

4.4   Research Objectives:

1. To understand the use of information technology for marketing of educational books.
2. To know the marketing practices adopted by book publishing houses in India.
3. To study channels of distribution adopted by book publishing houses.
4. To suggest need based system to the book publishing houses.
5. To recommend an effective action plan for successful implantation of marketing activities.

4.5   Research Hypothesis:

1. There is direct impact of information technology on marketing practices of book publishing houses.
2. Information technology has made a significant difference in customer's perspective.

4.6   Research Design:

Research design is outline or blue print of entire research work. It deals with the procedures necessary for obtaining the information need to structure or solve research problems. This will provide the foundation for entire research work. For this research both primary data and secondary data collected and further analyzed as per the need of the study. To collect primary data, structured questionnaire prepared with reference to objectives of the study. For collecting secondary data books, journals, newspapers, reports and internet was used.

4.7   Sampling Element:

Each and every educational book publishing houses in India has been identified as a sampling element. To identify only educational book publishing houses in India, following sources are referred –

Sr. No.	Sources of Sampling	Total Number of Publishing Houses
1.	The Federation of Publishers and Booksellers Association in India.	420
2.	'World Book Fair Directory – 2014' published by National Book Trust, India. (Ministry of Human Resource Development, Government of India)	431
3.	Association of Publishers in India	15
	Total	**866**

(Table No 4.1: Sources of Sampling)

4.8 Sampling Design and Data Collection:

1) Study included all educational book publishing houses in India.
2) Sample Population: 866 educational publishing houses.
3) Sample Size: 184 respondents.
4) Sampling Method: Convenience Sampling Method.
5) Data Collection Type: Primary Data and Secondary Data.
6) Data Collection Tool: Structured Questionnaire.
7) Geographical Scope of Research: India.
8) Functional Scope: Publishing houses who publishes only educational books.

4.9 Sample Size Determination:

Sample size was determined by using sample size determination by mean method.

The mean method was used because variables in the study were measured using a $5 -$ point measurement scale.

Formula –

$$N = \frac{z^2 * s^2}{e^2}$$

Where, 'Z' is the standard score associated with confidence level (95% in the current case). Hence standard scores equals to 1.96 (borrowed from normal table)

'S' is the variability in the data set, computed as a ratio of range / 6. Range is equal to 5-1 = 4 (the difference between minimum value in the $5 -$ point scale). 6 refers to ± 3 standard deviation values on the X axis of the standard normal curve, which takes in all the data set in study.

Hence, $S = 4/6 = 0.66$

E is the tolerable error $= 10\%$ (in the current study)

Sample size $n = \frac{1.96^2 * 0.66^2}{0.1^2} = 167.3$

In order to deal with non $-$ response approximately, 10% of the sample size was taken as a buffer.

$167 * 10\% = 16.7$

Therefore, $167+16.7 = 184$ is the sample size that was taken into consideration.

4.10   Reliability Test:

For this research work reliability was tested using Test Retest method. Test Retest method is straight forward method of testing reliability. This type of method, reliability is tested by administering the same instrument to the same respondents on the different occasions. The two set of respondents and then co-related to study consistency of responses.

For categorical variables with two response options Phi value was used. For categorical variable with three response options Cramer's V value was used. Pie and Cramer's V value above .3 indicates reliability.

Pair	Coefficient	P Value	Reliability
All process of manufacturing performed at publishing house (T) ←→ All process of manufacturing performed at publishing house (RT)	Phi = 0.867	0.000	Reliability Supported
Arranging training and development programmes (T) ←→ Arranging training and development programmes (RT)	Phi = 0.793	0.000	Reliability Supported
Books published with ISBN No. (T) ←→ Books published with ISBN No. (RT)	Phi = 0.630	0.001	Reliability Supported
Books published with Bar Code (T) ←→ Books published with Bar code (RT)	Phi = 0.539	0.003	Reliability Supported
Distributor with other publishing houses (T) ←→ Distributor with other publishing houses (RT)	Phi = 0.533	0.004	Reliability Supported
Publish syllabus based books (T) ←→ Publish syllabus based books (RT)	Phi = 0.558	0.002	Reliability Supported
Books selected as reference books (T) ←→ Books selected as reference books (RT)	Phi = 0.700	0.000	Reliability Supported
Website provides the facility of online shopping (T) ←→ Website provides the facility of online shopping (RT)	Phi = 0.627	0.001	Reliability Supported
Entered into international trade (T) ←→ Entered into international trade (RT)	Phi = 0.636	0.000	Reliability Supported

Tie-up with corporate libraries (T) ←→ Tie-up with corporate libraries (RT)	Cramer'sV = 0.861	0.000	Reliability Supported
Published books under Copyright Act (T) ←→ Published books under Copyright Act (RT)	Phi = 0.630	0.001	Reliability Supported
Any prestigious awards received (T) ←→ Any prestigious awards received (RT)	Phi = 0.636	0.000	Reliability Supported
Manufacturing Cost is increased (T) ←→ Manufacturing Cost is increased (RT)	Phi = 0.423	0.020	Reliability Supported
Rate last two years business performance (T) ←→ Rate last two years business performance (RT)	Phi = 0.423	0.020	Reliability Supported
Approaching faculty members leads to increase sales (T) ←→ Approaching faculty members leads to increase sales (RT)	Phi = 0.593	0.001	Reliability Supported

(Table No 4.2: Table of Coefficient)

Interpretation:

From the above table it can be seen that, all the variables have reliability scores above the threshold value. Hence, reliability is supported.

4.11   Validity Test:

Validity of the questionnaire was accessed using Face Validity. Face validity is subjective evaluation of the contents of the questions by experts to ensure that, the question measures the variables that, they are supposed to measure.

For the current study, four experts in the area of book publishing industry were approached and were requested to provide a systematic examination of contents of the questions. All the four experts offered positive comments on questions indicating and supporting validity.

4.12   Limitations of the Study:

1) The study is limited to India only and if the same study conducted at various countries the results may be different. Also it studied use of information technology for marketing of educational books by publishing houses. If the same study is repeated for other country the use of information technology for marketing of educational books may differ.

2) The study is limited to publishing houses which deals in marketing of educational books only and result may differ if study is conducted for whole sellers, distributors, agents, importers and exporters.

3) The study is limited to marketing of educational books only and result may differ if study is conducted for non educational books.

4) The evaluation is depend upon primary data collection with the help of questionnaire and the finding statements is fully based on accuracy of data and unbiased information provided by publishing houses in India.

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Chapter V

Data Analysis and Interpretation

Chapter V

Data Analysis and Interpretation

Respondents were asked to tell whether all processes of manufacturing are performed at their own publishing house using two response options. (1 = Yes and 2 = No)

Are you performing all process of manufacturing of book in your publishing houses?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	27.7	27.7	27.7
	No	133	72.3	72.3	100.0
	Total	184	100.0	100.0	

(Table No 5.1: Frequency Distribution Table for Process of Book Manufacturing)
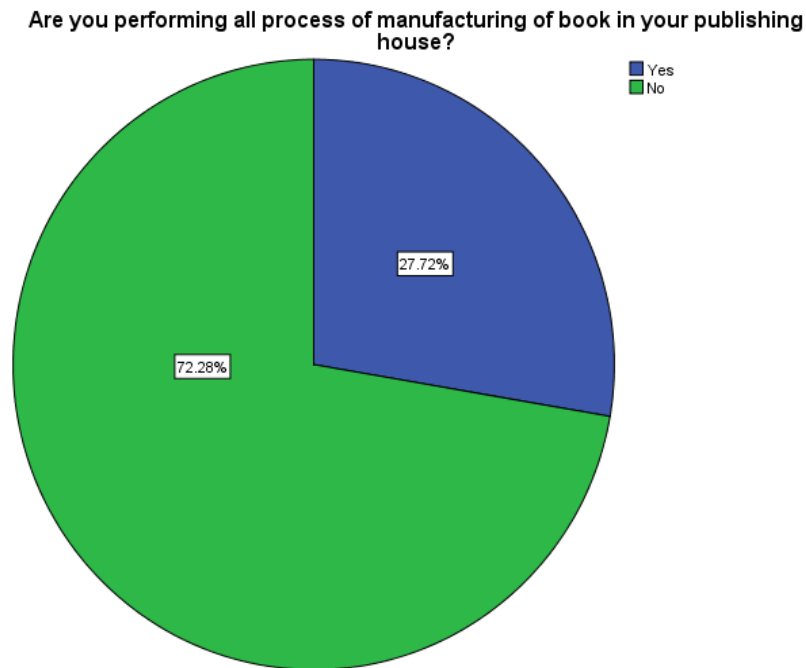
(Pie Chart No 5.2: Process of Book Manufacturing)

The above frequency distribution table and pie chart reveals that, out of 184 respondents 27.7% said yes, they perform all manufacturing process of book at their own publishing house and 72.3% said they are not perform all manufacturing process at their publishing house.

Respondents were asked to comment on processes outsourced for manufacturing of book. They were given the following options to choose from –

A. DTP
B. Proof Reading
C. Plate making
D. Printing
E. Binding
F. Lamination
G. Cover page design
H. Any other

They were further asked to choose options as applicable. Hence the nature of question was multiple choices. Multiple response analysis in IBMSPSS (Version 21) was used to analyze the data.

Processes Outsourced Frequencies				
		Responses		Percent of Cases
		N	Percent	
Processes Outsourced	DTP	25	4.7%	18.8%
	Proof Reading	30	5.6%	22.6%
	Plate making	93	17.5%	69.9%
	Printing	119	22.4%	89.5%
	Binding	113	21.2%	85.0%
	Lamination	48	9.0%	36.1%
	Cover page design	100	18.8%	75.2%
	Any other	4	0.8%	3.0%
Total		532	100.0%	400.0%

(Table No 5.3: Frequency Distribution Table for Process of Outsourced)

From the above frequency table it can be seen that, out of the 532 YES responses, 4.7% accounted for DTP, 5.6% accounted for Proof Reading and 17.5% accounted for Plate Making, 22.4% accounted for printing, 21.2% accounted for binding, 9.0% accounted for lamination, 18.8% accounted for cover page design and 0.8% accounted for any other.

Hence it can be concluded that, the top three outsourced processes are Printing, Binding and Cover Page Designing.

Respondents were asked to comment on areas of interest for publishing educational books. They were given the following options to choose from –

A. Management and Commerce
B. Science and Technology
C. Pharmacy and Dental
D. Computer
E. Law
F. Engineering
G. Trade (Agriculture, Forestry and Fisheries etc.)
H. General
I. Magazines / Journals
J. D.Ed. / B.Ed.
K. Any Other

They were further asked to choose options as applicable. Hence the nature of question was multiple choices. Multiple response analysis in IBMSPSS (Version 21) was used to analyze the data.

Area Of Interest For Publishing Frequencies				
		Responses		Percent of Cases
		N	Percent	
Area of Interest For Publishing	Management and Commerce	73	12.1%	39.7%
	Science and Technology	76	12.6%	41.3%
	Pharmacy and Dental	38	6.3%	20.7%
	Computer	53	8.8%	28.8%
	Law	41	6.8%	22.3%
	Engineering	52	8.7%	28.3%
	Trade (Agriculture, Forestry and Fisheries etc.)	33	5.5%	17.9%
	General	163	27.1%	88.6%
	Magazines / Journals	29	4.8%	15.8%
	D.Ed. / B.Ed.	21	3.5%	11.4%
	Any Other	22	3.7%	12.0%
Total		601	100.0%	326.6%

(Table No 5.4: Frequency Distribution Table for Areas of Publishing)

From the above frequency table it can be seen that, out of the 601 YES responses, 12.1% accounted for management and commerce, 12.6% accounted for science and technology and 6.3% accounted for pharmacy and dental, 8.8% accounted for computer, 6.8% accounted for law, 8.7% accounted for engineering, 5.5% accounted for trade (agriculture, forestry and fisheries), 27.1% accounted for general, 4.8% accounted for magazines / journals, 3.5% accounted for D. Ed. / B. Ed. and 3.7% accounted for any other.

Hence it can be concluded that, the top three areas of interest for publishing educational books are General, Science and Technology and Management and Commerce.

Respondents were asked to comment on languages preferred for publishing educational books. They were given the following options to choose from –

A. English
B. Hindi
C. Marathi
D. Any Other

They were further asked to choose options as applicable. Hence the nature of question was multiple choices. Multiple response analysis in IBMSPSS (Version 21) was used to analyze the data.

Language Preferred For Publishing Frequencies				
		Responses		Percent of Cases
		N	Percent	
Language Preferred for Publishing	English	182	47.9%	98.9%
	Hindi	116	30.5%	63.0%
	Marathi	63	16.6%	34.2%
	Any Other	19	5.0%	10.3%
Total		380	100.0%	206.5%

(Table No 5.5: Frequency Distribution Table for Languages for Publishing)

From the above frequency table it can be seen that, out of the 380 YES responses, 47.9% accounted for English, 30.5% accounted for Hindi, 16.6% accounted for Marathi and 5.0% accounted for any other.

Hence it can be concluded that, most preferred language is English followed by Hindi.

Respondents were asked to comment on new computerized techniques and automation was used particularly in manufacturing unit. They were given the following options to choose from –

A. DTP (Desk Top Publishing)
B. Paper Cutting and Binding
C. CTP (Computer To Plate)
D. Any Other

They were further asked to choose options as applicable. Hence the nature of question was multiple choices. Multiple response analysis in IBMSPSS (Version 21) was used to analyze the data.

New Computerized Techniques Used For Manufacturing Frequencies				
		Responses		Percent of Cases
		N	Percent	
New Computerized Techniques Used for Manufacturing	DTP (Desk Top Publishing)	177	47.3%	96.2%
	Paper Cutting and Binding	130	34.8%	70.7%
	CTP (Computer To Plate)	66	17.6%	35.9%
	Any Other	1	0.3%	0.5%
Total		374	100.0%	203.3%

(Table No 5.6: Frequency Distribution Table for Computerized Techniques Used)

From the above frequency table it can be seen that, out of the 374 YES responses, 47.3% accounted for DTP (Desk Top Publishing), 34.8% accounted for paper cutting and binding, 17.6% accounted for CTP (Computer To Plate) and 0.3% accounted for any other.

Hence it can be concluded that, most preferred computer technique is DTP followed by paper cutting and binding.

Respondents were asked to tell whether they are arranging training programme for their administrative and manufacturing staff for effective use of information technology by using two response options. (1 = Yes and 2 = No)

		Frequency	Percent	Valid Percent	Cumulative Percent
Are you arranging training programmes for administration and manufacturing staff pertaining to use of information technology in the area of publication?					
Valid	Yes	161	87.5	87.5	87.5
	No	23	12.5	12.5	100.0
	Total	184	100.0	100.0	

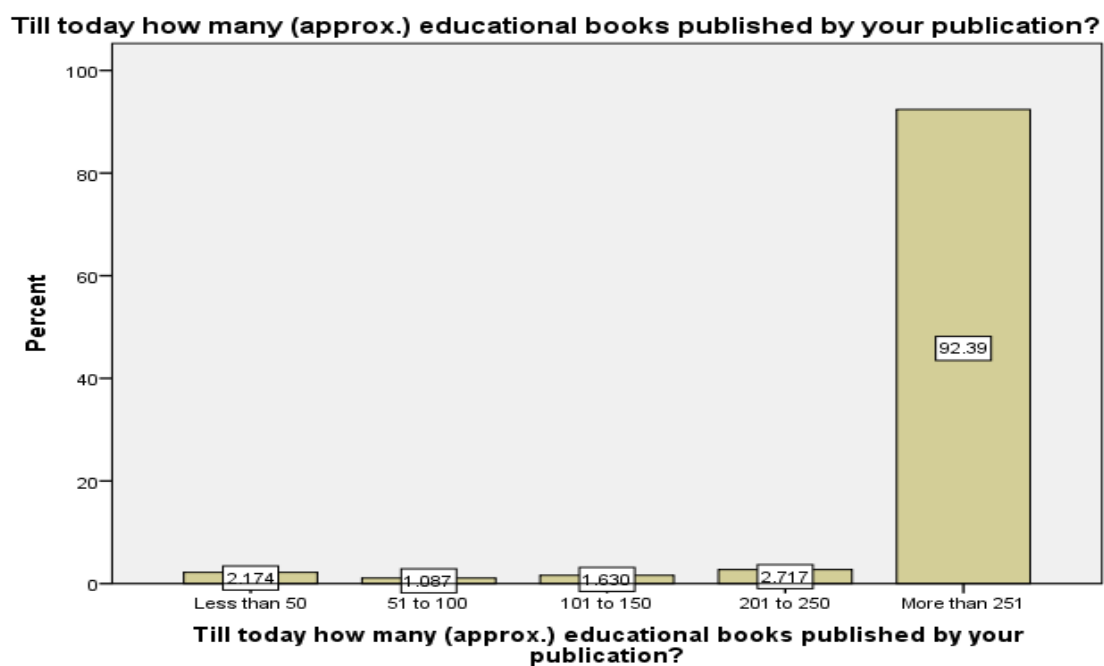(Table No 5.7: Frequency Distribution Table for Training Programmes)
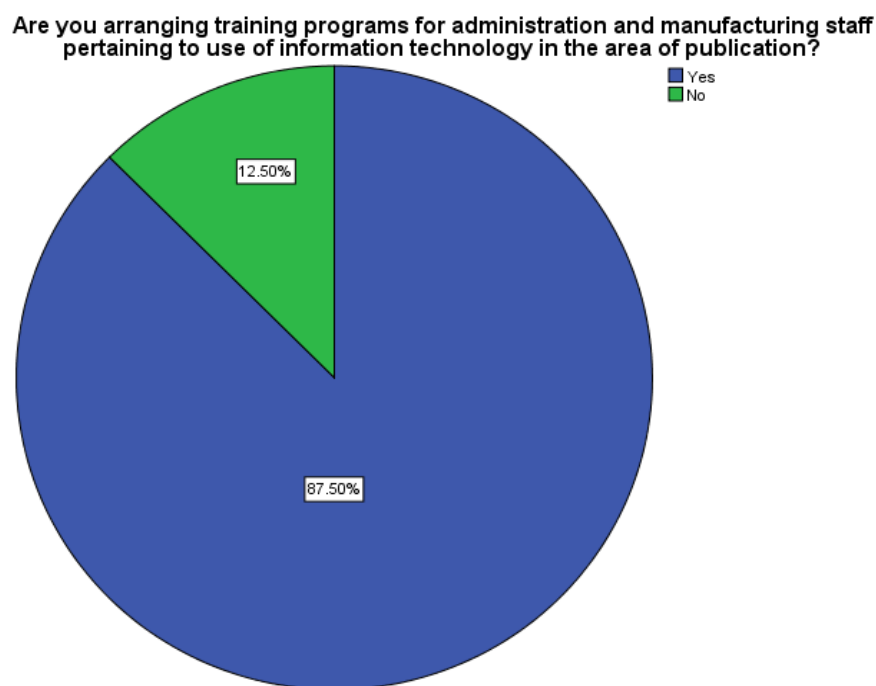
(Pie Chart No 5.8: Arrangement of Training Programmes)

The above frequency distribution table and pie chart reveals that, out of 184 respondents 87.5% said yes, they are arranging training programme for their administrative and manufacturing staff for effective use of information technology and 12.5% said they are not conducting such programmes.

Respondents were asked to tell how many educational books they published through their publication house using six response options. (1 = less than 50, 2 = 51 – 100, 3 = 101 - 150, 4 = 201 - 250, 5 = more than 251)

Till today how many (approx.) educational books published by your publication?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 50	4	2.2	2.2	2.2
	51 to 100	2	1.1	1.1	3.3
	101 to 150	3	1.6	1.6	4.9
	201 to 250	5	2.7	2.7	7.6
	More than 251	170	92.4	92.4	100.0
	Total	184	100.0	100.0	

(Table No 5.9: Frequency Distribution Table for Total Books Published)

(Bar Diagram No 5.10: Total Books Published)

From the above frequency distribution table and bar chart it can be seen that, 92.4% of the respondents said they have published more than 251 titles through their publishing house, 2.7% said they have published titles between 201 – 250, 1.6% have published titles between 101 – 150, 1.1% have published titles between 51 – 100 and 2.2% have published less than 50 titles.

Hence, majority of book publishing houses have published more than 251 titles.

Respondents were asked to comment on various types of database maintenance. They were given the following options to choose from –

A. CD
B. DVD
C. Map
D. Aluminum Plate
E. Catalogue
F. Any Other

They were further asked to choose options as applicable. Hence the nature of question was multiple choices. Multiple response analysis in IBMSPSS (Version 21) was used to analyze the data.

Database Maintenance Frequencies				
		Responses		Percent of Cases
		N	Percent	
Database Maintenance	CD	121	29.0%	65.8%
	DVD	102	24.5%	55.4%
	Map	7	1.7%	3.8%
	Aluminum Plate	22	5.3%	12.0%
	Catalogue	155	37.2%	84.2%
	Any Other	10	2.4%	5.4%
Total		417	100.0%	226.6%

(Table No 5.11: Frequency Distribution Table for Database Maintenance)

The above frequency table reveals that, out of the 417 YES responses, 29.0% accounted for CD, 24.5% accounted for DVD, 1.7% accounted for map, 5.3% accounted for aluminum plate, 37.2% accounted for catalogue and 2.4% accounted for any other.

Hence it can be concluded that, the top three areas for various types of database maintenance are Catalogue, CD and DVD.

Respondents were asked to tell whether books are published with ISBN number, bar code system, whether they are distributor of other publishing houses, whether they are published specifically designed books with reference to any University's syllabus and whether their published book selected as reference book by any University using response option (1 = Yes and 2 = No).

| Variable	Response Option	Frequency	Percentage
ISBN Number	Yes	122	66.3
	No	62	33.7
	Total	184	100
Bar Code System	Yes	107	58.2
	No	77	41.8
	Total	184	100
Distributor with other publishing houses	Yes	140	76.1
	No	44	23.9
	Total	184	100
Specially designed books with reference to any University's syllabus	Yes	93	50.5
	No	91	49.5
	Total	184	100
Selected as reference books by any University	Yes	84	45.7
	No	100	54.3
	Total	184	100

(Table No 5.12: Frequency Distribution Table for ISBN Number, Bar Code System, Other Publisher's Distributor, Syllabus Based Books and University Reference Books)

From the above frequency distribution table it can be seen that, out of 184 respondents 66.3% said they published books with ISBN number. 33.7% said they published books without ISBN numbers. Out of 184 respondents, 58.2% said they published books with bar code system. 41.8% said they published books without bar code system. Out of 184 respondents, 76.1% said they are distributors of other publishing houses. 23.9% said they are not distributors of any other publishing houses. Out of 184 respondents, 50.5% said they publishing specially designed books with reference to any University's syllabus. 49.5% said they are not publishing specially designed books with reference to any University's syllabus. Out of 184 respondents, 45.7% said their books selected as reference books by any University. 54.3% said their books not selected as reference books by any University.

Respondents were asked to tell how often they used B2B (business to stockiest / distributors / dealers) as a mode of distribution channel using five response options. (5 = always, 4 = often, 3 = occasionally, 2 = rarely and 1 = never)

| B2B (Business to Stockiest / Distributors / Dealers)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Occasionally	1	0.5	0.5	0.5
	Often	18	9.8	9.8	10.3
	Always	165	89.7	89.7	100.0
	Total	184	100.0	100.0	

(Table No 5.13: Frequency Distribution Table for B2B)
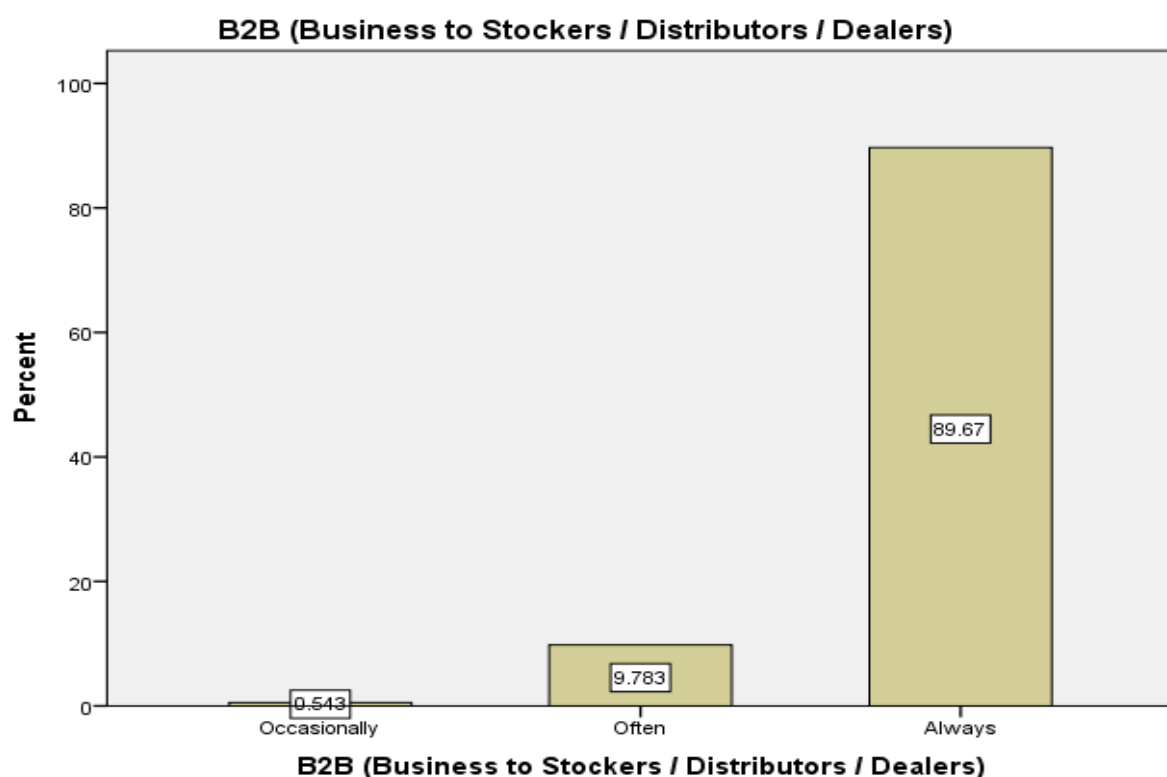
(Bar Diagram No 5.14: B2B Practices)

From the above frequency distribution table and bar chart it can be seen that, out of 184 respondents, 0.5% said they are occasionally used B2B (business to stockiest / distributors / dealers) as a mode of distribution channel, 9.8% said they are often used B2B as a mode of distribution channel and 89.7% said they are always used B2B as a mode of distribution channel.

Respondents were asked to tell how often they used B2C (business to individual customer / library) as a mode of distribution using five response options. (5 = always, 4 = often, 3 = occasionally, 2 = rarely and 1 = never)
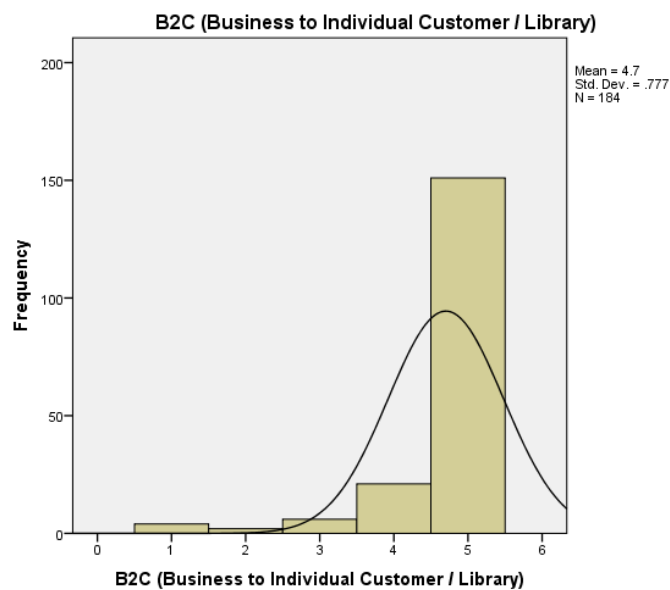
Mean	4.7
Standard Deviation	0.77
Skewness	-3.2
Kurtosis	11.08
Coefficient of Variance	16.38

(Histogram No 5.15: B2B Practices)

B2C (Business to Individual Customer / Library)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	4	2.2	2.2	2.2
	Rarely	2	1.1	1.1	3.3
	Occasionally	6	3.3	3.3	6.5
	Often	21	11.4	11.4	17.9
	Always	151	82.1	82.1	100.0
	Total	184	100.0	100.0	

(Table No 5.16: Frequency Distribution Table for B2C)

Since Coefficient of Variance is less than 33% mean is meaningful value. Skewness = -3.2. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 11.08 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the respondents always used B2C (business to individual customer / library) as a mode of distribution of educational books.

Respondents were asked to tell how often they used C2C (customer to customer – resale / sale of second hand books) as a mode of distribution using five response options. (5 = always, 4 = often, 3 = occasionally, 2 = rarely and 1 = never)
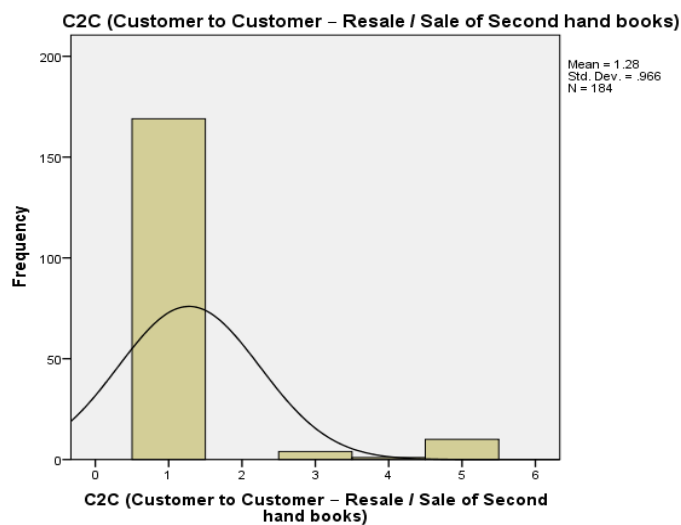
Mean	1.2
Standard Deviation	0.96
Skewness	3.3
Kurtosis	9.98
Coefficient of Variance	80

(Histogram No 5.17: C2C Practices)

C2C (Customer to Customer – Resale / Sale of Second hand books)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	169	91.8	91.8	91.8
	Occasionally	4	2.2	2.2	94.0
	Often	1	0.5	0.5	94.6
	Always	10	5.4	5.4	100.0
	Total	184	100.0	100.0	

(Table No 5.18: Frequency Distribution Table for C2C)

Since coefficient of variance is more than 33% mean is not a meaningful value. Hence the interpretation is based upon frequency distribution table. From frequency distribution table it can be seen that, 91.8% of the respondents said they never used the mode of C2C (customer to customer – resale / sale of second hand books) as a mode of distribution. 2.2% said occasionally, 0.5% said often and 5.4% said always. Since Skewness is positive the curve is a right skewed curve and the data are piled up on the left. Kurtosis = 9.98 since kurtosis is positive value. The curve is tall and narrow. Kurtosis value further reaffirms the meaningfulness of mean.

Hence it can be concluded that, publishers never used the C2C (customer to customer – resale / sale of second hand books) as a mode of distribution of educational books.

Respondents were asked to tell whether their website provides the facility of online shopping using two response options. (1 = Yes and 2 = No)

Whether your website provides the facility of online shopping? If No, have you tie-up with any one or more website/s?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	100	54.3	54.3	54.3
	No	84	45.7	45.7	100.0
	Total	184	100.0	100.0	

(Table No 5.19: Frequency Distribution Table for Online Shopping Facility)
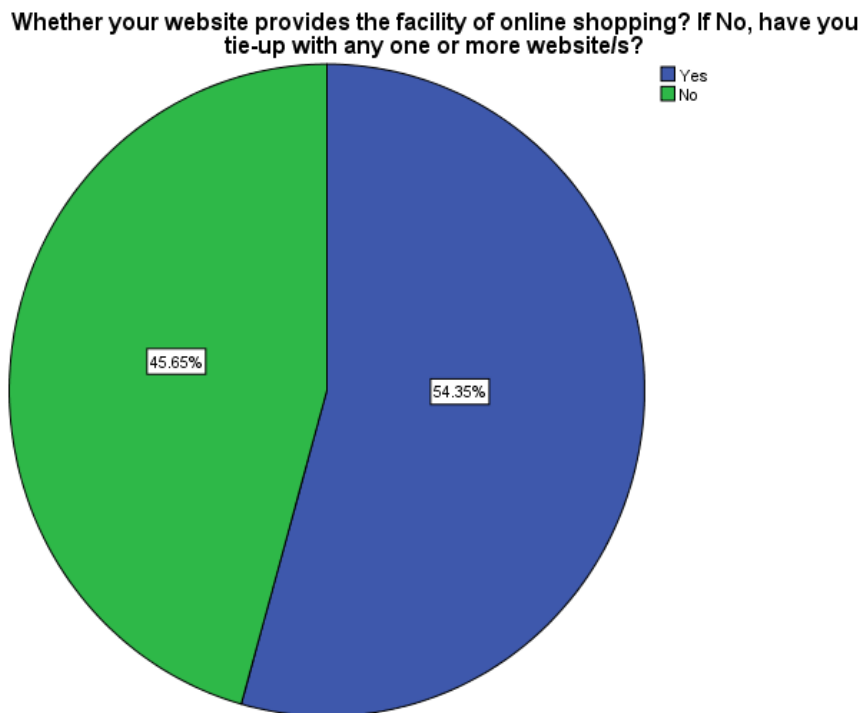
(Pie Chart No 5.20: Online Shopping Facility)

From the above frequency table and pie chart it can be seen that, out of 184 respondents 54.3% said yes, they are provide the facility of online shopping on their website and 45.7% said they do not provide online shopping facility on their website.

Respondents were asked to comment on facilities of online shopping by tie-up with other online shopping websites. They were given the following options to choose from –

    A. Amazon
    B. Bookganga
    C. Snap deal
    D. Flipcart
    E. E-bay
    F. Jabong
    G. Myntra
    H. Homeshop18
    I. Any other

They were further asked to choose options as applicable. Hence the nature of question was multiple choices. Multiple response analysis in IBMSPSS (Version 21) was used to analyze the data.

Facilities of Online Shopping Frequencies				
		Responses		Percent of Cases
		N	Percent	
Facilities of Online Shopping	Amazon	33	25.6%	39.3%
	Bookganga	45	34.9%	53.6%
	Snapdeal	6	4.7%	7.1%
	Flipcart	33	25.6%	39.3%
	E-bay	3	2.3%	3.6%
	Jabong	1	0.8%	1.2%
	Homeshop18	8	6.2%	9.5%
Total		129	100.0%	153.6%

(Table No 5.21: Frequency Distribution Table for Online Shopping)

From the above frequency table it can be seen that, out of the 129 YES responses, 25.6% accounted for Amazon, 34.9% accounted for Bookganga, 4.7% accounted for Snapdeal, 25.6% accounted for Flipcart, 2.3% accounted for E-bay, 0.8% accounted for Jabong and 6.2% accounted for Homeshop18.

Hence it can be concluded that, the top three facilities of online shopping by tie-up with other online shopping websites are firstly Bookganga, secondly Amazon and Flipcart and thirdly Homeshop18.

Respondents were asked to tell how often they used online salary paid as a facility of online banking using five response options. (5 = always, 4 = often, 3 = occasionally, 2 = rarely and 1 = never)
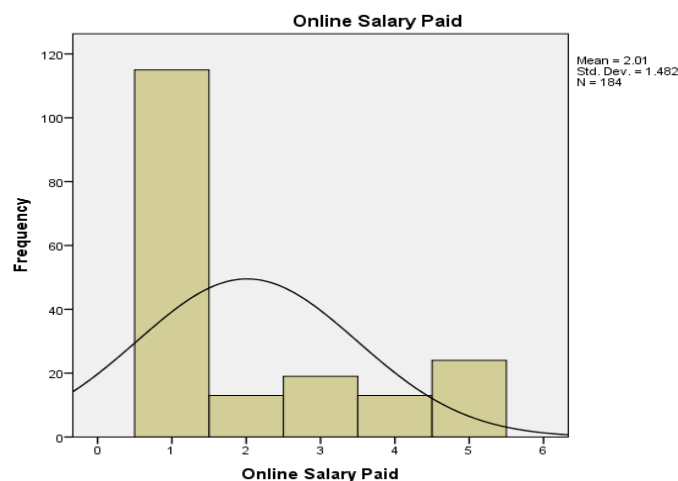
Mean	2.01
Standard Deviation	1.48
Skewness	1.09
Kurtosis	-0.40
Coefficient of Variance	73.63

(Histogram No 5.22: Online Salary Paid)

Online Salary Paid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	115	62.5	62.5	62.5
	Rarely	13	7.1	7.1	69.6
	Occasionally	19	10.3	10.3	79.9
	Often	13	7.1	7.1	87.0
	Always	24	13.0	13.0	100.0
	Total	184	100.0	100.0	

(Table No 5.23: Frequency Distribution Table for Online Salary)

Since coefficient of variance is more than 33% mean is not a meaningful value. Hence the interpretation is based upon frequency distribution table. From frequency distribution table it can be seen that, 62.5% of the respondents said they never used online salary paid as a facility of online banking. 7.1% said rarely, 10.3% said occasionally, 7.1% said often and 13.0% said always. Since Skewness is positive the curve is right skewed curve and the data are piled up on the left. Since kurtosis is negative the curve is short and flat. Skewness value further reaffirms the meaningfulness of mean.

Hence it can be concluded that, publishers never used online salary paid as a facility of online banking.

Respondents were asked to tell how often they used online income-tax paid / return as a facility of online banking using five response options. (5 = always, 4 = often, 3 = occasionally, 2 = rarely and 1 = never)
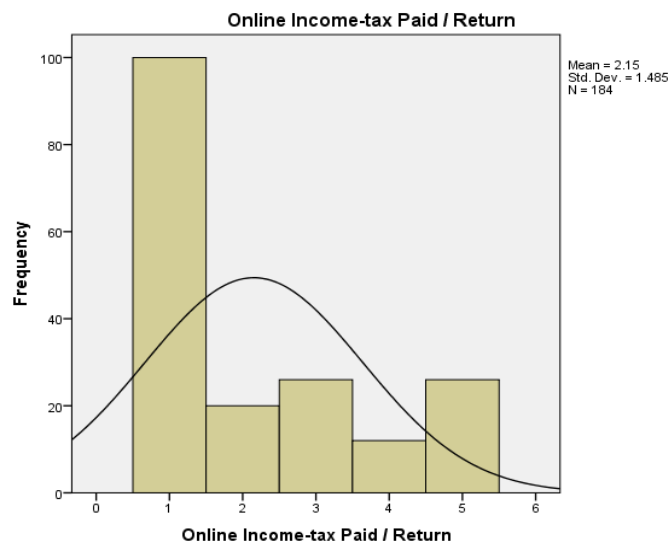
Mean	2.15
Standard Deviation	1.48
Skewness	0.90
Kurtosis	-0.68
Coefficient of Variance	68.83

(Histogram No 5.24: Online Income tax Paid)

Online Income-tax Paid / Return					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	100	54.3	54.3	54.3
	Rarely	20	10.9	10.9	65.2
	Occasionally	26	14.1	14.1	79.3
	Often	12	6.5	6.5	85.9
	Always	26	14.1	14.1	100.0
	Total	184	100.0	100.0	

(Table No 5.25: Frequency Distribution Table for Online Income Tax)

Since coefficient of variance is more than 33% mean is not a meaningful value. Hence the interpretation is based upon frequency distribution table. From frequency distribution table it can be seen that, 54.3% of the respondents said they never used online income-tax paid / return as a facility of online banking. 10.9% said rarely, 14.1% said occasionally, 6.5% said often and 14.1% said always. Since Skewness is positive the curve is right skewed curve and the data are piled up on the left. Since kurtosis is negative the curve is short and flat. Skewness value further reaffirms the meaningfulness of mean.

Hence it can be concluded that, publishers never used online income-tax paid / return as a facility of online banking.

Respondents were asked to tell how often they used online property-tax paid as a facility of online banking using five response options. (5 = always, 4 = often, 3 = occasionally, 2 = rarely and 1 = never)
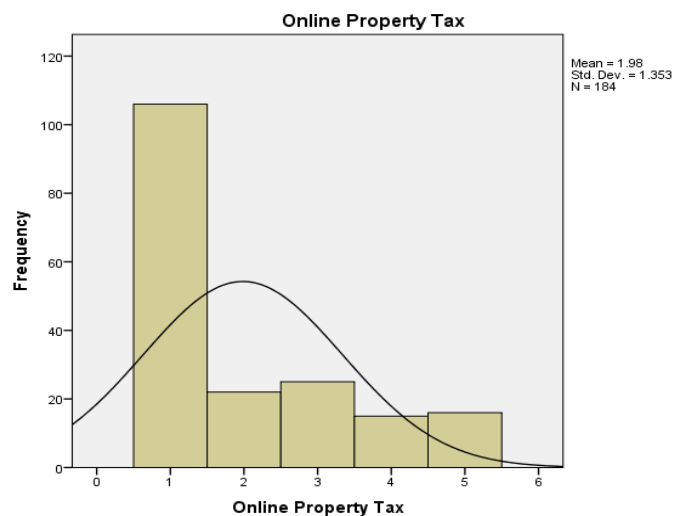
Mean	1.98
Standard Deviation	1.35
Skewness	1.08
Kurtosis	-0.18
Coefficient of Variance	68.18

(Histogram No 5.26: Online Property Tax Paid)

Online Property Tax					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	106	57.6	57.6	57.6
	Rarely	22	12.0	12.0	69.6
	Occasionally	25	13.6	13.6	83.2
	Often	15	8.2	8.2	91.3
	Always	16	8.7	8.7	100.0
	Total	184	100.0	100.0	

(Table No 5.27: Frequency Distribution Table for Online Property Tax)

Since coefficient of variance is more than 33% mean is not a meaningful value. Hence the interpretation is based upon frequency distribution table. From frequency distribution table it can be seen that, 57.6% of the respondents said they never used online property-tax paid as a facility of online banking. 12.0% said rarely, 13.6% said occasionally, 8.2% said often and 8.7% said always. Since Skewness is positive the curve is a right skewed curve and the data are piled up on the left. Since kurtosis is negative the curve is short and flat. Skewness value further reaffirms the meaningfulness of mean.

Hence it can be concluded that, publishers never used online property-tax paid as a facility of online banking.

Respondents were asked to tell how often they used online mobile / phone recharge as a facility of online banking using five response options. (5 = always, 4 = often, 3 = occasionally, 2 = rarely and 1 = never)
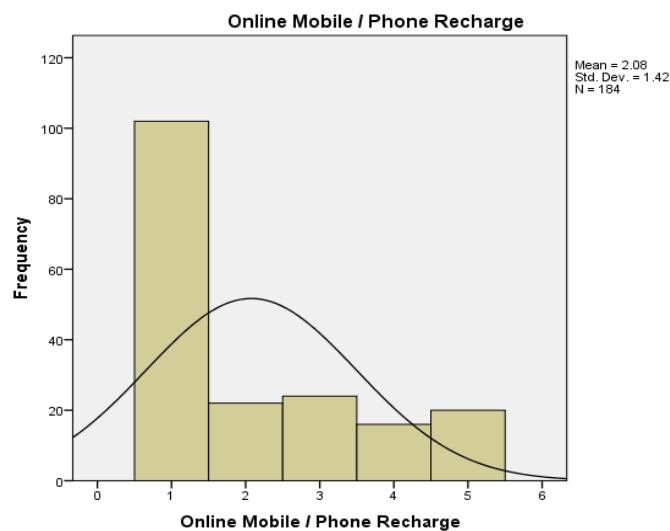
Mean	2.08
Standard Deviation	1.42
Skewness	0.97
Kurtosis	-0.50
Coefficient of Variance	68.26

(Histogram No 5.28: Online Mobile Recharge)

Online Mobile / Phone Recharge					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	102	55.4	55.4	55.4
	Rarely	22	12.0	12.0	67.4
	Occasionally	24	13.0	13.0	80.4
	Often	16	8.7	8.7	89.1
	Always	20	10.9	10.9	100.0
	Total	184	100.0	100.0	

(Table No 5.29: Frequency Distribution Table for Online Mobile Recharge)

Since coefficient of variance is more than 33% mean is not a meaningful value. Hence the interpretation is based upon frequency distribution table. From frequency distribution table it can be seen that, 55.4% of the respondents said they never used online mobile / phone recharge as a facility of online banking. 12.4% said rarely, 13.0% said occasionally, 8.7% said often and 10.9% said always. Since Skewness is positive the curve is a right skewed curve and the data are piled up on the left. Since kurtosis is negative the curve is short and flat. Skewness value further reaffirms the meaningfulness of mean.

Hence it can be concluded that, publishers never used online mobile / phone recharge as a facility of online banking.

Respondents were asked to tell how often they used online electricity bill payment as a facility of online banking using five response options. (5 = always, 4 = often, 3 = occasionally, 2 = rarely and 1 = never)
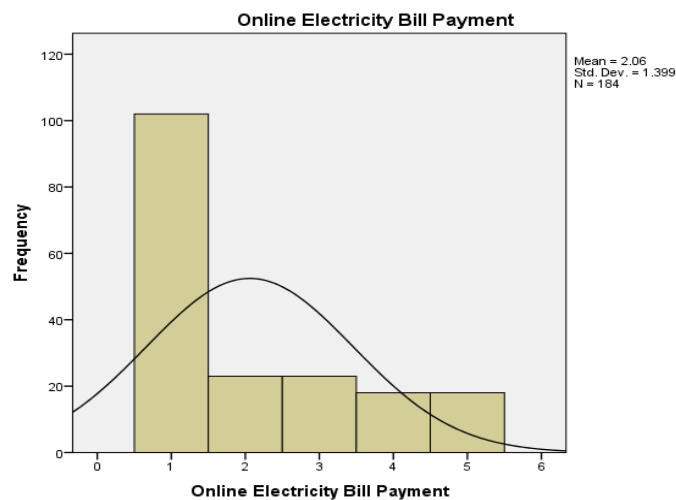
Mean	2.06
Standard Deviation	1.39
Skewness	0.98
Kurtosis	-0.47
Coefficient of Variance	67.47

(Histogram No 5.30: Online Electricity Payment)

Online Electricity Bill Payment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	102	55.4	55.4	55.4
	Rarely	23	12.6	12.5	67.9
	Occasionally	23	12.5	12.5	80.4
	Often	18	9.8	9.8	90.2
	Always	18	9.8	9.8	100.0
	Total	184	100.0	100.0	

(Table No 5.31: Frequency Distribution Table for Online Electricity Payment)

Since coefficient of variance is more than 33% mean is not a meaningful value. Hence the interpretation is based upon frequency distribution table. From frequency distribution table it can be seen that, 55.4% of the respondents said they never used online electricity bill payment as a facility of online banking. 12.5% said rarely, 12.5% said occasionally, 9.8% said often and 9.8% said always. Since Skewness is positive the curve is a right skewed curve and the data are piled up on the left. Since kurtosis is negative the curve is short and flat. Skewness value further reaffirms the meaningfulness of mean.

Hence it can be concluded that, publishers never used online electricity bill payment as a facility of online banking.

Respondents were asked to tell how often they used online transfer / demand draft / fixed deposit as a facility of online banking using five response options. (5 = always, 4 = often, 3 = occasionally, 2 = rarely and 1 = never)
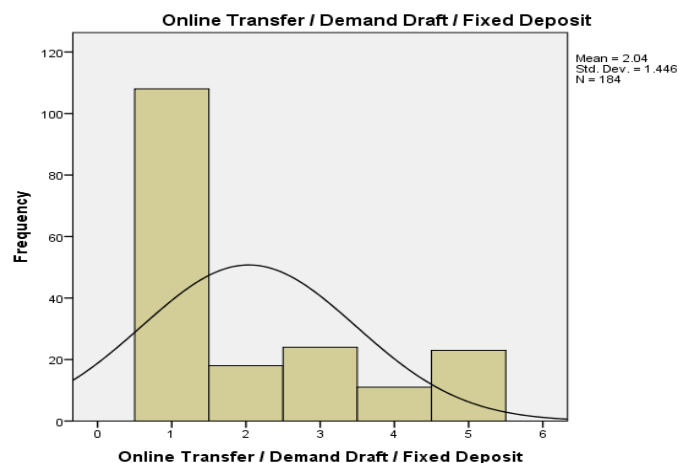
Mean	2.04
Standard Deviation	1.44
Skewness	1.06
Kurtosis	-0.36
Coefficient of Variance	70.58

(Histogram No 5.32: Online Transfer / DD / FD)

| Online Transfer / Demand Draft / Fixed Deposit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	108	58.7	58.7	58.7
	Rarely	18	9.8	9.8	68.5
	Occasionally	24	13.0	13.0	81.5
	Often	11	6.0	6.0	87.5
	Always	23	12.5	12.5	100.0
	Total	184	100.0	100.0	

(Table No 5.33: Frequency Distribution Table for Online Transfer / DD / FD)

Since coefficient of variance is more than 33% mean is not a meaningful value. Hence the interpretation is based upon frequency distribution table. From frequency distribution table it can be seen that, 58.7% of the respondents said they never used online transfer / demand draft / fixed deposit as a facility of online banking. 9.8% said rarely, 13.0% said occasionally, 6.0% said often and 12.5% said always. Since Skewness is positive the curve is a right skewed curve and the data are piled up on the left. Since kurtosis is negative the curve is short and flat. Skewness value further reaffirms the meaningfulness of mean.

Hence it can be concluded that, publishers never used online transfer / demand draft / fixed deposit as a facility of online banking.

Respondents were asked to comment on majority of the customers go for online shopping for books as a part of customers buying behavior using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)
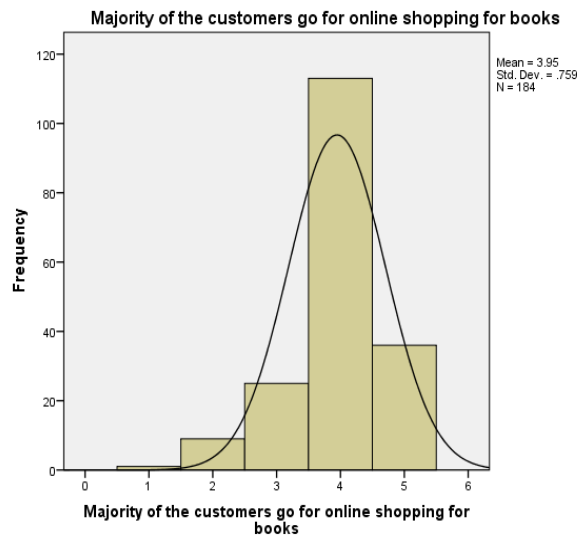
| Mean	3.95
Standard Deviation	0.75
Skewness	-0.89
Kurtosis	1.52
Coefficient of Variance	18.98

(Histogram No 5.34: Online Shopping for books)

Majority of the customers go for online shopping for books					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	0.5	0.5	0.5
	Disagree	9	4.9	4.9	5.4
	Neutral	25	13.6	13.6	19.0
	Agree	113	61.4	61.4	80.4
	Strongly agree	36	19.6	19.6	100.0
	Total	184	100.0	100.0	

(Table No 5.35: Frequency Distribution Table for Online Shopping for books)

Since coefficient of variance is less than 33% mean is meaningful value. Skewness = -0.89. Since Skewness is negative value. The Curve is left skewed curve and data are piled up on the right. Kurtosis = 1.52 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that majority of the customers agree for purchasing books from online shopping.

Respondents were asked to tell whether customers seek information about books and its contents through websites of book publishers as a part of customers buying behavior using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly agree)
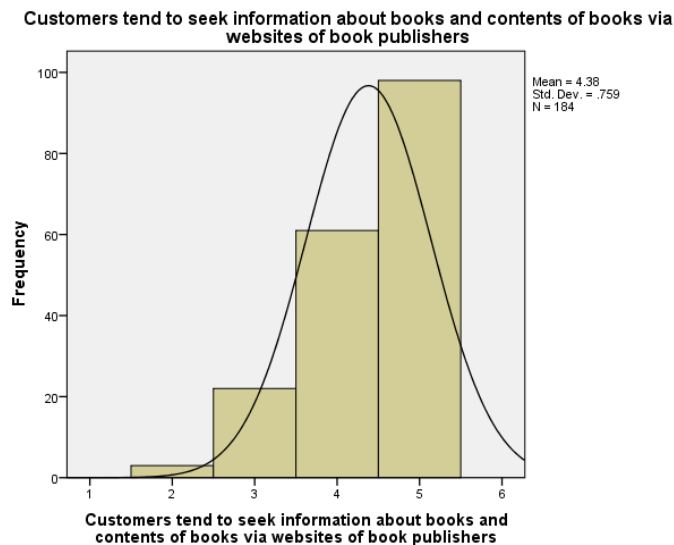
| Mean	4.38
Standard Deviation	0.75
Skewness	-0.99
Kurtosis	0.21
Coefficient of Variance	17.12

(Histogram No 5.36: Customer Awareness via Website)

Customers tend to seek information about books and contents of books via websites of book publishers				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	1.6	1.6	1.6
	Neutral	22	12.0	12.0	13.6
	Agree	61	33.2	33.2	46.7
	Strongly agree	98	53.3	53.3	100.0
	Total	184	100.0	100.0	

(Table No 5.37: Frequency Distribution Table for Customer Awareness via Website)

Since coefficient of variance is less than 33% mean is meaningful value. Skewness = -0.99. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 0.21 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the customers strongly agree for seek information about books and contents of books via websites of book publishers.

Respondents were asked to tell whether online shopping find more convenient than shopping from physical stores as a part of customers buying behavior using five response. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly agree)
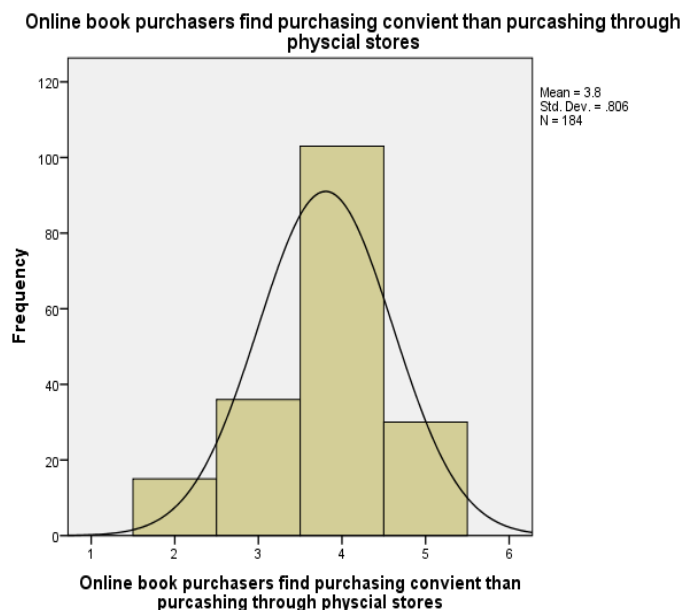
| Mean	3.80
Standard Deviation	0.80
Skewness	-0.57
Kurtosis	0.09
Coefficient of Variance	21.05

(Histogram No 5.38: Convenient Online Shopping)

		Frequency	Percent	Valid Percent	Cumulative Percent
Online book purchasers find purchasing convenient than purchasing through physical stores					
Valid	Disagree	15	8.8	8.2	8.2
	Neutral	36	19.6	19.6	27.7
	Agree	103	56.0	56.0	83.7
	Strongly agree	30	16.3	16.3	100.0
	Total	184	100.0	100.0	

(Table No 5.39: Frequency Distribution Table for Convenient Online Shopping)

Since coefficient of variance is less than 33% mean is meaningful value. Skewness = -0.57. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 0.09. Since kurtosis is since to zero. The curve has a normal height. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the customers agree for online shopping find more convenient than shopping from physical stores.

Respondents were asked to tell whether customers prefer online book purchasing for variety as a part of customers buying behavior using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)
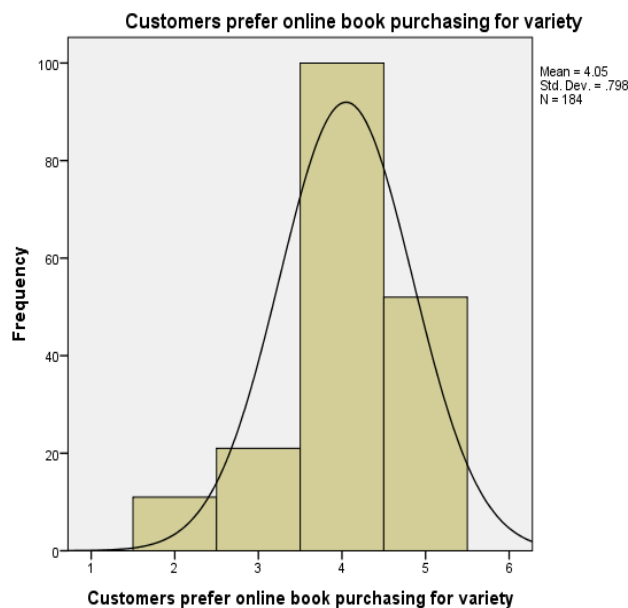
Mean	4.05
Standard Deviation	0.79
Skewness	-0.80
Kurtosis	0.59
Coefficient of Variance	19.50

(Histogram No 5.40: Preference Online Shopping for Variety)

Customers prefer online book purchasing for variety					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	11	6.0	6.0	6.0
	Neutral	21	11.4	11.4	17.4
	Agree	100	54.3	54.3	71.7
	Strongly agree	52	28.3	28.3	100.0
	Total	184	100.0	100.0	

(Table No 5.41: Frequency Distribution Table for Preference Online Shopping for Variety)

Since coefficient of variance is less than 33% mean is meaningful value. Skewness = -0.80. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 0.59 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the customers agree for prefer online book purchasing for variety.

Respondents were asked to tell whether online books buying save time and money as a part of customers buying behavior using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)
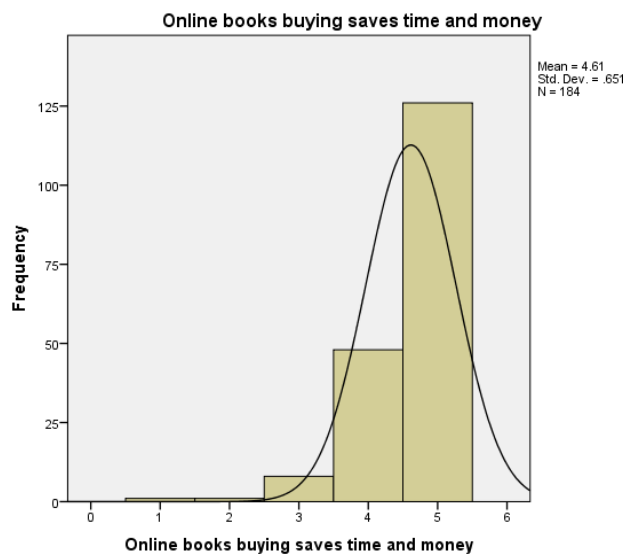
Mean	4.61
Standard Deviation	0.65
Skewness	-2.05
Kurtosis	5.78
Coefficient of Variance	14.09

(Histogram No 5.42: Saves Time and Money)

Online books buying saves time and money				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	1	0.5	0.5	0.5
Disagree	1	0.5	0.5	1.1
Neutral	8	4.3	4.3	5.4
Agree	48	26.1	26.1	31.5
Strongly agree	126	68.5	68.5	100.0
Total	184	100.0	100.0	

(Table No 5.43: Frequency Distribution Table for Saves Time and Money)

Since coefficient of variance is less than 33% mean is meaning value. Skewness = -2.05. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 5.78 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the customers strongly agree for online books buying saves time and money.

Respondents were asked to tell, online books are sold at a cheaper price compared to physical stores as a part of customers buying behavior using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)
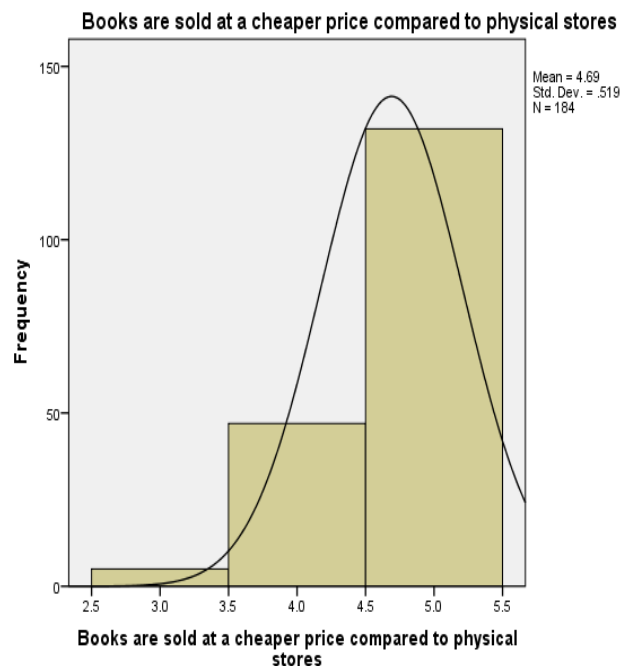
Mean	4.69
Standard Deviation	0.51
Skewness	-1.40
Kurtosis	1.04
Coefficient of Variance	10.87

(Histogram No 5.44: Price Preference)

Books are sold at a cheaper price compared to physical stores					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	5	2.7	2.7	2.7
	Agree	47	25.5	25.5	28.3
	Strongly agree	132	71.7	71.7	100.0
	Total	184	100.0	100.0	

(Table No 5.45: Frequency Distribution Table for Price Preference)

Since coefficient of variance is less than 33% mean is meaning value. Skewness = -1.40. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 1.04 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the customers strongly agree for online books are sold at a cheaper price compared to physical stores.

Respondents were asked to tell whether they are entering into international trade by way of importing or exporting, whether they are tie-up with corporate library or digital library, whether they are published books under the Copyright Act using response option (1 = Yes and 2 = No).

Variable	Response Option	Frequency	Percentage
Entering into international trade	Yes	141	76.6
	No	43	23.4
	Total	184	100
Tie-up with corporate library or digital library	Yes	138	75
	No	46	25
	Total	184	100
Published books under the Copyright Act	Yes	181	98.4
	No	3	1.6
	Total	184	100

(Table No 5.46: Frequency Distribution Table for International Trade Entry,

Library Tie-ups, Copyright Act)

The above frequency distribution table reveals that, 76.6% said they entering into international trade and 23.4% said they not entered into international trade by way of importing or exporting. 75% said they tie-up with libraries and 25% said they not tie-up with various corporate libraries or digital libraries. 98.4% said they published books under the Copyright Act and 1.6% said they do not publish books under the Copyright Act.

Respondents were asked to comment on various marketing practices carried out using information technology. They were given the following options to choose from –

A. CD / DVD
B. Online Shopping
C. E – Catalogue
D. SMS Alerts
E. Web-site
F. Mobile Application
G. Video Conferences
H. Google Play
I. Tele-calling
J. Face book / Orkut / Twitter / What's App.
K. Any Other

They were further asked to choose options as applicable. Hence the nature of question was multiple choices. Multiple response analysis in IBMSPSS (Version 21) was used to analyze the data.

| Marketing Practices by Using IT Frequencies				
		Responses		Percent of Cases
		N	Percent	
Marketing Practices by using IT	CD / DVD	127	13.3%	69.0%
	Online Shopping	115	12.0%	62.5%
	E – Catalogue	122	12.7%	66.3%
	SMS Alerts	83	8.7%	45.1%
	Web-site	153	16.0%	83.2%
	Mobile Application	23	2.4%	12.5%
	Video Conferences	8	0.8%	4.3%
	Google Play	22	2.3%	12.0%
	Tele-calling	143	14.9%	77.7%
	Face book / Orkut / Twitter / What's App.	142	14.8%	77.2%
	Any Other	20	2.1%	10.9%
Total		958	100.0%	520.7%

(Table No 5.47: Frequency Distribution Table for Marketing Practices by using Information Technology)

From the above frequency table it can be seen that, out of the 958 YES responses, 13.3% accounted for CD / DVD, 12.0% accounted for online shopping, 12.7% accounted for E – Catalogue, 8.7% accounted for SMS alerts, 16.0% accounted for web-site, 2.4% accounted for mobile application, 0.8% accounted for video conferencing, 2.3% accounted for Google Play, 14.9% accounted for tele-calling, 14.8% accounted for Face book / Orkut / Twitter / What's App. And 2.1% accounted for any other.

Hence it can be concluded that, the top three areas for various marketing practices by using information technology are website, tele-calling and Face book / Orkut / Twitter / What's App.

Respondents were asked to comment on customer is aware about publishing house because of information technology as a part of changing needs of customers using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)

(Histogram No 5.48: IT Awareness)
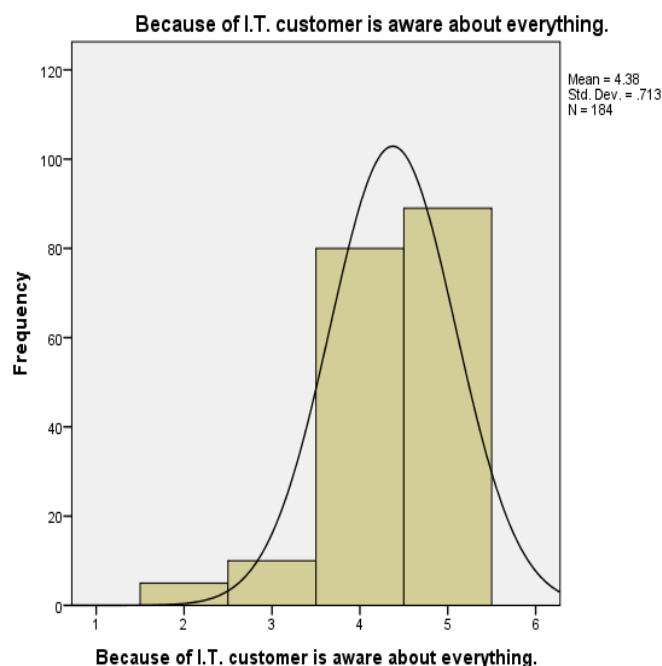
Mean	4.38
Standard Deviation	0.71
Skewness	-1.14
Kurtosis	1.52
Coefficient of Variance	16.21

Because of I.T. customer is aware about everything.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	2.7	2.7	2.7
	Neutral	10	5.4	5.4	8.2
	Agree	80	43.5	43.5	51.6
	Strongly agree	89	48.4	48.4	100.0
	Total	184	100.0	100.0	

(Table No 5.49: Frequency Distribution Table for IT Awareness)

Since coefficient of variance is less than 33% mean is meaningful value. Skewness = -1.14. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 1.52 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the customers strongly agree for because of information technology customer is aware about everything as changing needs of customers.

Respondents were asked to tell whether customer demands low price of books as changing needs of customers using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)
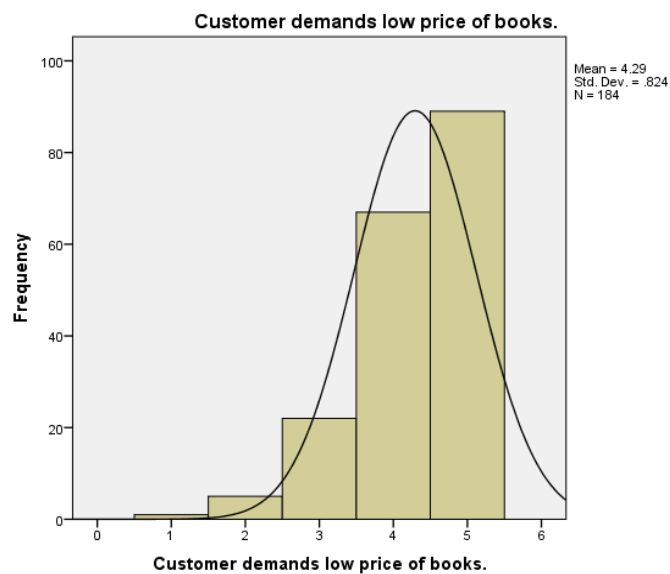
Mean	4.29
Standard Deviation	0.82
Skewness	-1.12
Kurtosis	1.12
Coefficient of Variance	19.11

(Histogram No 5.50: Low Price Books)

Customer demands low price of books.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	0.5	0.5	0.5
	Disagree	5	2.7	2.7	3.3
	Neutral	22	12.0	12.0	15.2
	Agree	67	36.4	36.4	51.6
	Strongly agree	89	48.4	48.4	100.0
	Total	184	100.0	100.0	

(Table No 5.51: Frequency Distribution Table for Low Price Book)

Since coefficient of variance is less than 33% mean is meaningful value. Skewness = -1.12. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 1.12 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the customers strongly agree for demanding low price of books as changing needs of customers.

Respondents were asked to tell whether customers preferred more discounts and offers as a changing need of customers using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)

Mean	4.59
Standard Deviation	0.67
Skewness	-1.82
Kurtosis	3.49
Coefficient of Variance	14.59

(Histogram No 5.52: Discount and Offers)

Customer prefers more discount and offers.				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	2.2	2.2	2.2
	Neutral	7	3.8	3.8	6.0
	Agree	49	26.6	26.6	32.6
	Strongly agree	124	67.4	67.4	100.0
	Total	184	100.0	100.0	

(Table No 5.53: Frequency Distribution Table for Discount and Offer)

Since coefficient of variance is less than 33% mean is meaningful value. Skewness = -1.82. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 3.49 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the customers strongly agree for preferring more discounts and offers as a changing needs of customers.

Respondents were asked to tell whether customers preferred syllabus based books as a changing need of customers using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)
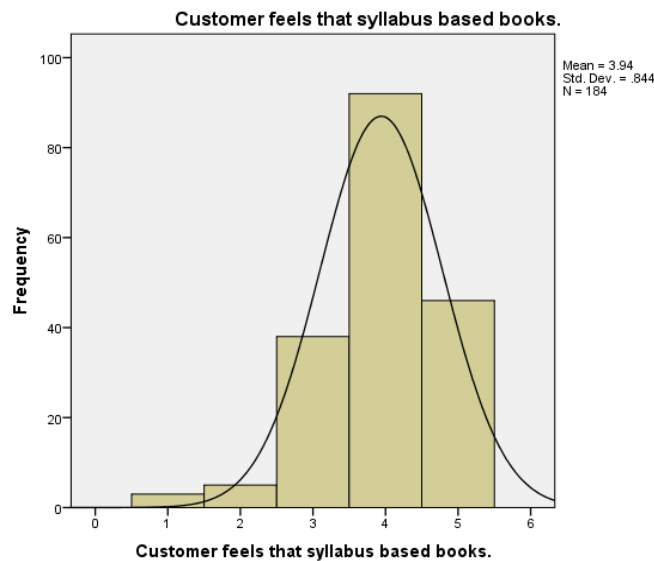
Mean	3.94
Standard Deviation	0.84
Skewness	-0.82
Kurtosis	1.21
Coefficient of Variance	21.31

(Histogram No 5.54: Syllabus Based Books)

Customer feels that syllabus based books.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.6	1.6	1.6
	Disagree	5	2.7	2.7	4.3
	Neutral	38	20.7	20.7	25.0
	Agree	92	50.0	50.0	75.0
	Strongly agree	46	25.0	25.0	100.0
	Total	184	100.0	100.0	

(Table No 5.55: Frequency Distribution Table for Syllabus Based Books)

Since coefficient of variance is less than 33% mean is meaningful value. Skewness = -0.82. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 1.21 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the customers agree for preferring syllabus based books as a changing needs of customers.

Respondents were asked to tell how often customers preferred online shopping as a changing needs of customers using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)
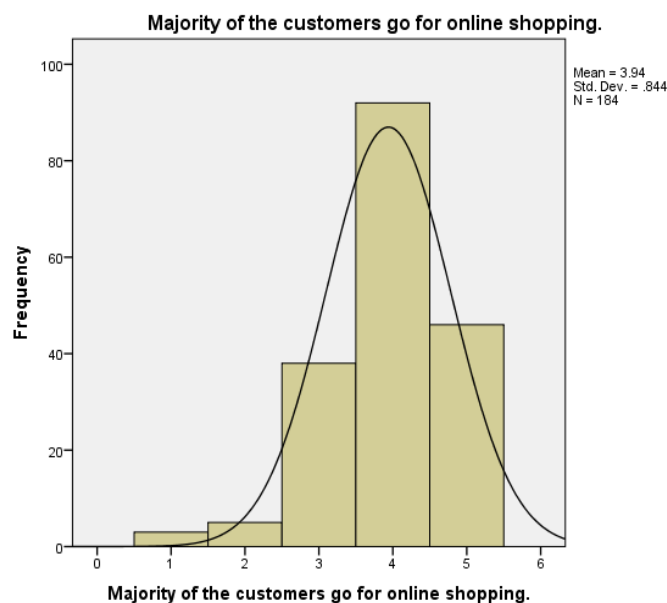
Mean	3.94
Standard Deviation	0.84
Skewness	-0.82
Kurtosis	1.21
Coefficient of Variance	21.31

(Histogram No 5.56: Online Shopping Priority)

Majority of the customers go for online shopping.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.6	1.6	1.6
	Disagree	5	2.7	2.7	4.3
	Neutral	38	20.7	20.7	25.0
	Agree	92	50.0	50.0	75.0
	Strongly agree	46	25.0	25.0	100.0
	Total	184	100.0	100.0	

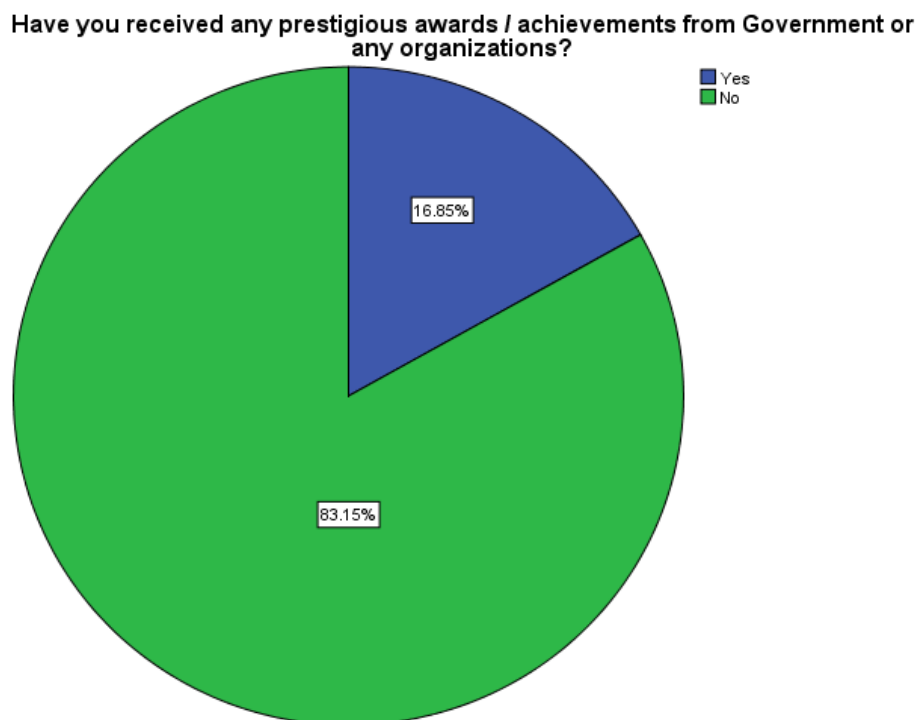(Table No 5.57: Frequency Distribution Table for Online Shopping Priority)

Since coefficient of variance is less than 33% mean is meaningful value. Skewness = -0.82. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 1.21 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the customers agree for preferring online shopping as a changing needs of customers.

Respondents were asked to tell whether they are received any awards or achievements from government or any organization using two response options. (1 = Yes and 2 = No)

Have you received any prestigious awards / achievements from Government or any organizations?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	16.8	16.8	16.8
	No	153	83.2	83.2	100.0
	Total	184	100.0	100.0	

(Table No 5.58: Frequency Distribution Table for Award or Achievement)

(Pie Chart No 5.59: Awards or Achievements)

From the frequency distribution table and pie chart it reveals that, out of 184 respondents 16.8% said yes, they are received awards or achievements from government or any organization and 83.2% said they not received awards or achievements.

Respondents were asked to comment on recent trends of marketing used by publishing houses in India. They were given the following options to choose from –

A. E – Book
B. Exhibition
C. Book Fair
D. Author's Meet
E. Packaging
F. Special Discount
G. Membership (Individual / Library)
H. Free / Complimentary Books
I. Advertising (TV / Print / Radio)
J. Any Other

They were further asked to choose options as applicable. Hence the nature of question was multiple choices. Multiple response analysis in IBMSPSS (Version 21) was used to analyze the data.

Recent Trends in Marketing Frequencies				
		Responses		Percent of Cases
		N	Percent	
Recent Trends in Marketing	E – Book	163	16.0%	88.6%
	Exhibition	173	17.0%	94.0%
	Book Fair	173	17.0%	94.0%
	Author's Meet	58	5.7%	31.5%
	Packaging	51	5.0%	27.7%
	Special Discount	135	13.2%	73.4%
	Membership (Individual / Library)	42	4.1%	22.8%
	Free / Complimentary Books	87	8.5%	47.3%
	Advertising (TV / Print / Radio)	132	12.9%	71.7%
	Any Other	6	0.6%	3.3%
Total		1020	100.0%	554.3%

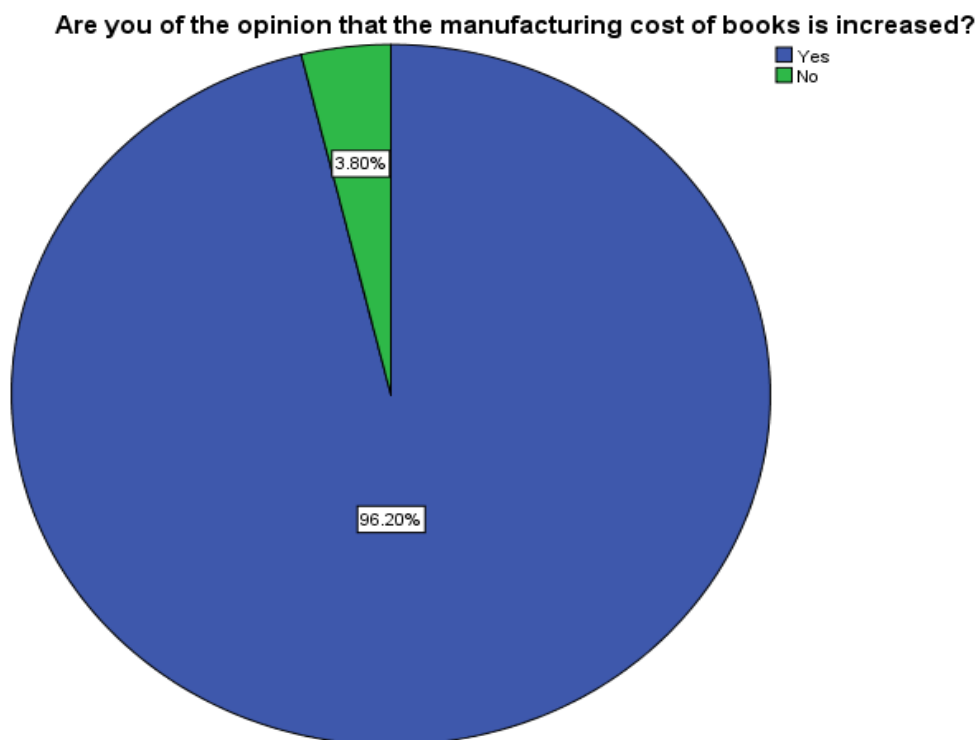(Table No 5.60: Frequency Distribution Table for Recent Trends of Marketing)

From the above frequency table it can be seen that, out of the 1020 YES responses, 16.0% accounted for E - Book, 17.0% accounted for Exhibition, 17.0% accounted for Book Fair, 5.7% accounted for author's meet, 5.0% accounted for packaging, 13.2% accounted for special discount, 4.1% accounted for membership (individual / library), 8.5% accounted for free / complementary books, 12.9% accounted for advertising (TV / print / radio) and 0.6% accounted for any other.

Hence it can be concluded that, the top three areas for recent trends of marketing used by publishing houses in India are firstly Exhibition and Book Fair, secondly E – Book and thirdly Advertising (TV / Print / Radio).

Respondents were asked to tell whether the manufacturing cost of books has increased, using two response options. (1 = Yes and 2 = No)

Are you of the opinion that the manufacturing cost of books is increased?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	117	96.2	96.2	96.2
	No	7	3.8	3.8	100.0
	Total	184	100.0	100.0	

(Table No 5.61: Frequency Distribution Table for Increased Manufacturing Cost of Book)
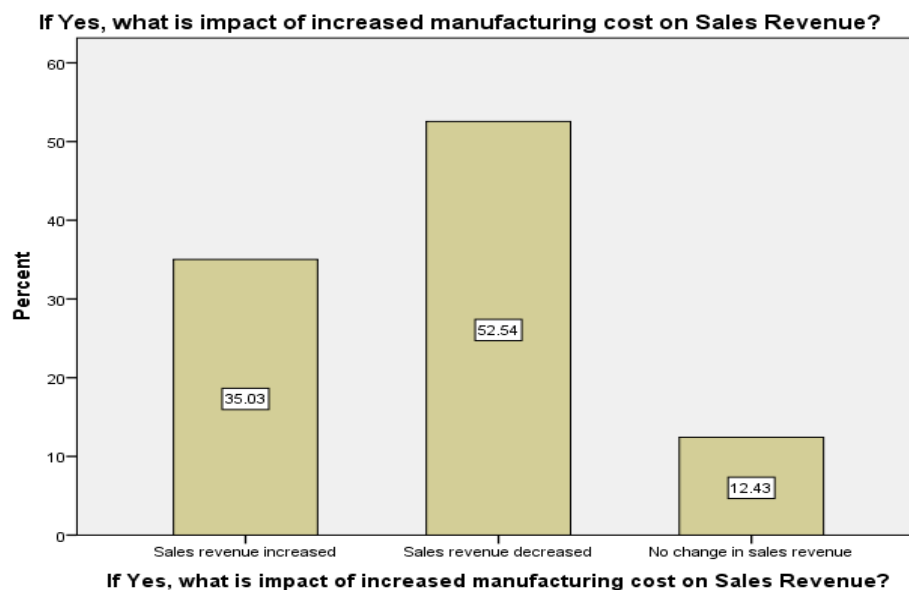

(Pie Chart No 5.62: Increased Manufacturing Cost of Book)

The above frequency distribution table and pie chart reveals that, out of 184 respondents 96.2% said yes, they are agree on the manufacturing cost of books is increasing and 3.8% said they not agree on increasing manufacturing cost of books.

Respondents were asked to tell, the impact of increased manufacturing cost on sales revenue using three response options. (1 = sales revenue increased, 2 = sales revenue decreased and 3 = no change in sales revenue)

If Yes, what is impact of increased manufacturing cost on Sales Revenue?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sales revenue increased	62	33.7	35.0	35.0
	Sales revenue decreased	93	50.5	52.5	87.6
	No change in sales revenue	22	12.0	12.4	100.0
	Total	177	96.2	100.0	
Missing	0	7	3.8		
Total		184	100.0		

(Table No 5.63: Frequency Distribution Table for Manufacturing Cost Impact on Sales)


(Bar Diagram No 5.64: Manufacturing Cost Impact on Sales)

From above frequency distribution table and bar chart it can be seen that, out of 177 respondents 35.0% said because of increased manufacturing cost sales revenue increased. 52.5% said sales revenue decreased and 12.4% said there were no changes in sales revenue.

Respondents were asked to tell whether they faced problem of piracy using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)

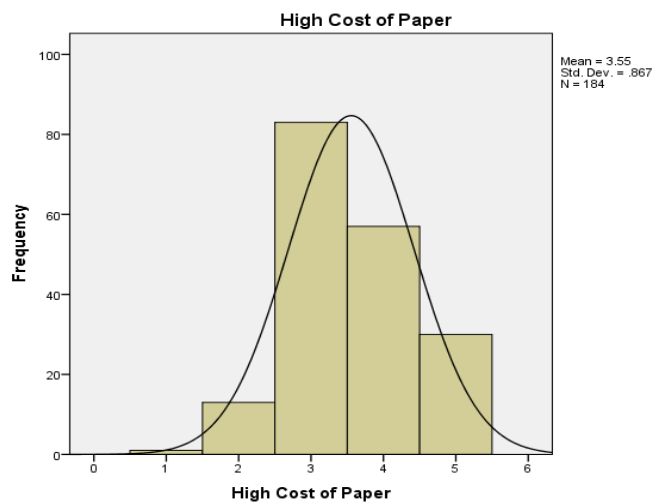|		Frequency	Percent	Valid Percent	Cumulative Percent
Piracy					
Valid	Neutral	5	2.71	2.71	2.71
	Agree	27	14.67	14.67	17.4
	Strongly agree	152	82.61	82.61	100.0
	Total	184	100.0	100.0	

(Table No 5.65: Frequency Distribution Table for Piracy)
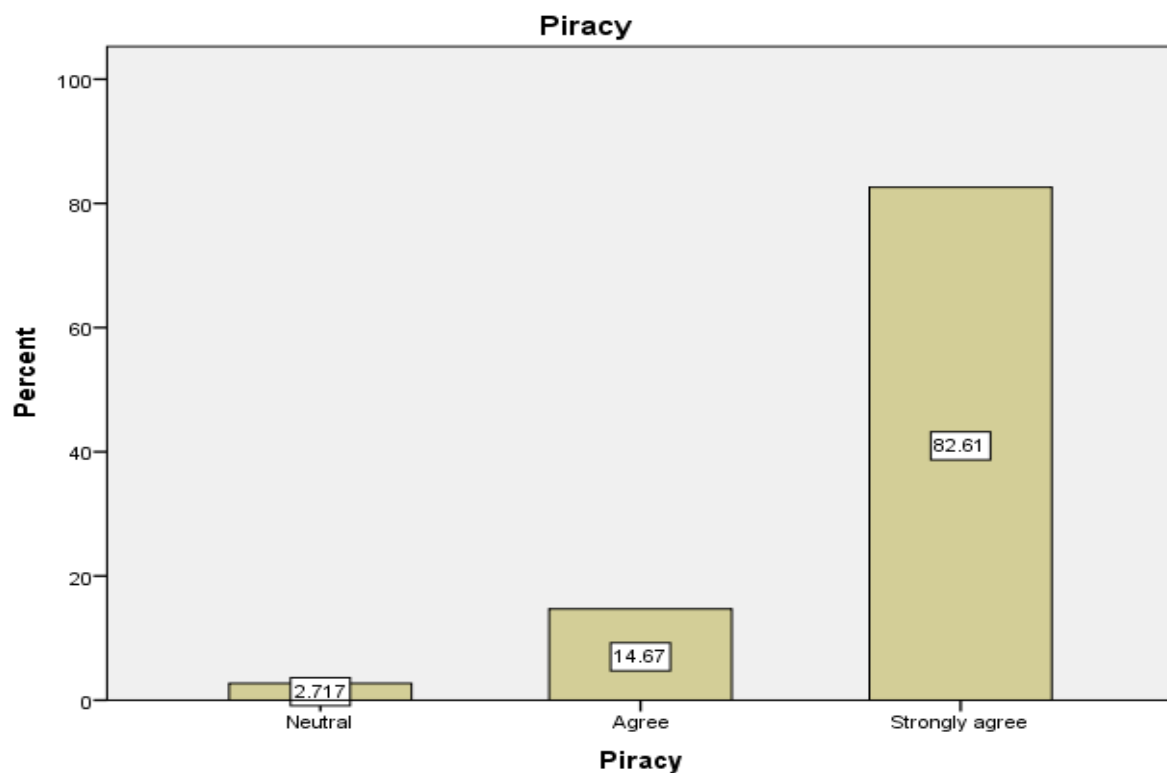
(Bar Diagram No 5.66: Piracy)

From the above frequency distribution table and bar chart it can be seen that, out of 184 respondents 2.71% said they are neutral on piracy problem is concerned, 14.67% said they are agree on piracy problem and 82.61% said they are strongly agree on piracy problem is concerned.

Respondents were asked to tell whether they faced problem of high cost of paper using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)

Mean	3.55
Standard Deviation	0.86
Skewness	0.13
Kurtosis	-0.45
Coefficient of Variance	24.22

(Histogram No 5.67: High Cost of Paper)

High Cost of Paper					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	0.5	0.5	0.5
	Disagree	13	7.1	7.1	7.6
	Neutral	83	45.1	45.1	52.7
	Agree	57	31.0	31.0	83.7
	Strongly agree	30	16.3	16.3	100.0
	Total	184	100.0	100.0	

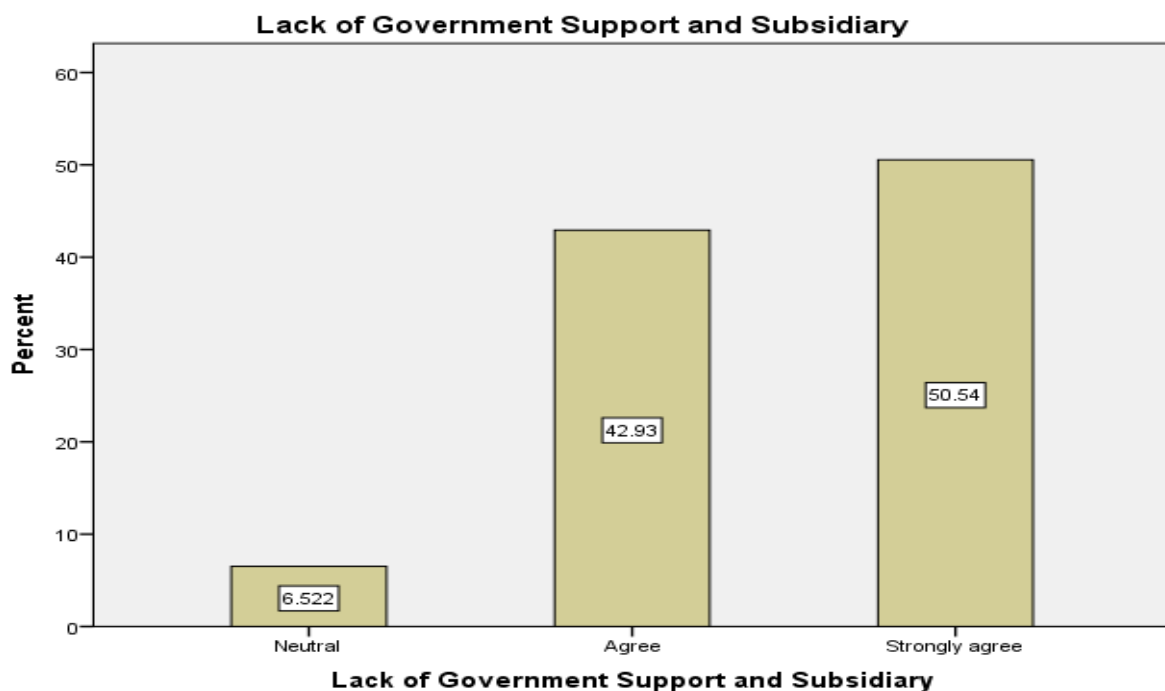(Table No 5.68: Frequency Distribution Table for High Cost of Paper)

Since Coefficient of Variance is less than 33% mean is meaningful value. Since Skewness is positive the curve is a right skewed curve and the data are piled up on the left. Since kurtosis is negative the curve is short and flat.

Hence is concluded that, most of the respondents neutral for they faced problems as a high cost of paper is concerned.

Respondents were asked to tell whether they faced problem of lack of government support and subsidiary using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2= disagree and 1 = strongly agree)

| Lack of Government Support and Subsidiary					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	12	6.5	6.5	6.5
	Agree	79	42.9	42.9	49.5
	Strongly agree	93	50.5	50.5	100.0
	Total	184	100.0	100.0	

(Table No 5.69: Frequency Distribution Table for Lack of Government Support and Subsidiary)

(Bar Diagram No 5.70: Lack of Government Support and Subsidiary)

The above frequency distribution table and bar diagram reveals that, out of 184 respondents 6.5% said they are neutral on lack of government support and subsidiary's problem is concerned, 42.9% said they are agree on lack of government support and subsidiary and 50.5% said they are strongly agree on lack of government support and subsidiary's problem is concerned.

Respondents were asked to tell whether they faced problem of high cost of transport using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)
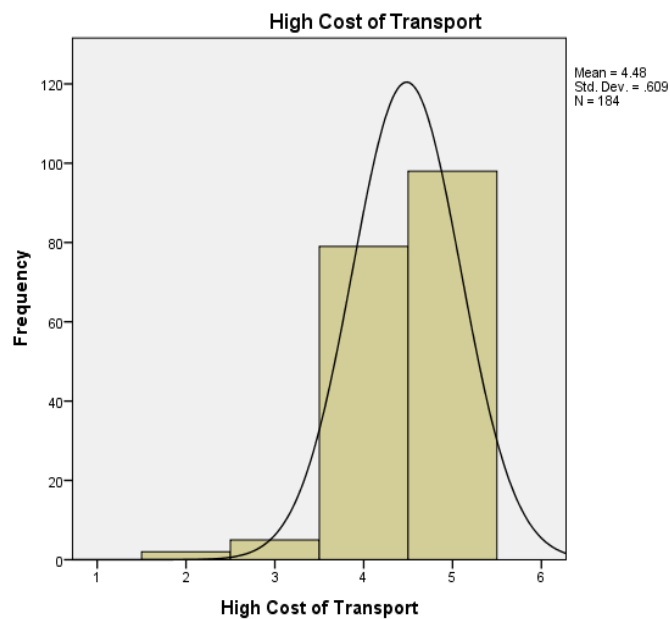
Mean	4.48
Standard Deviation	0.60
Skewness	-1.03
Kurtosis	1.52
Coefficient of Variance	13.39

(Histogram No 5.71: High Cost of Transport)

High Cost of Transport					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	1.1	1.1	1.1
	Neutral	5	2.7	2.7	3.8
	Agree	79	42.9	42.9	46.7
	Strongly agree	98	53.3	53.3	100.0
	Total	184	100.0	100.0	

(Table No 5.72: Frequency Distribution Table for High Cost of Transport)

Since coefficient of variance is less than 33% mean is meaningful value. Skewness = -1.03. Since Skewness is negative value. The curve is left skewed curve and data are piled up on the right. Kurtosis = 1.52 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the respondents strongly agree for they are faced problems as a high cost of transport is concerned.

Respondents were asked to tell whether they faced problem of high cost of channel of distribution using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly agree)
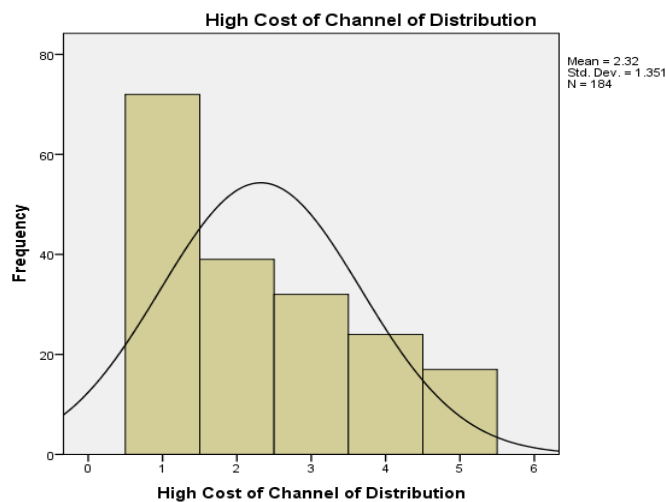
Mean	2.32
Standard Deviation	1.35
Skewness	0.63
Kurtosis	-0.85
Coefficient of Variance	58.18

(Histogram No 5.73: High Cost of Channel of Distribution)

| High Cost of Channel of Distribution					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	72	39.1	39.1	39.1
	Disagree	39	21.2	21.2	60.3
	Neutral	32	17.4	17.4	77.7
	Agree	24	13.0	13.0	90.8
	Strongly agree	17	9.2	9.2	100.0
	Total	184	100.0	100.0	

(Table No 5.74: Frequency Distribution Table for High Cost of Channel of Distribution)

Since coefficient of variance is more than 33% mean is not a meaningful value. Hence the interpretation is based upon frequency distribution table. From frequency distribution table it can be seen that, 39.1% of the respondents said they are strongly disagree for facing problems as a high cost of channel of distribution is concerned. 21.2% said disagree, 17.4% said neutral, 13.0% said agree and 9.2% said strongly agree. Since Skewness is positive the curve is a right skewed curve and the data are piled up on the left. Since kurtosis is negative the curve is short and flat.

Hence it is concluded that, most of the respondents strongly disagree for they are faced problems as a high cost of channel of distribution is concerned.

Respondents were asked to tell whether they faced problem of lack of computer knowledge using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)
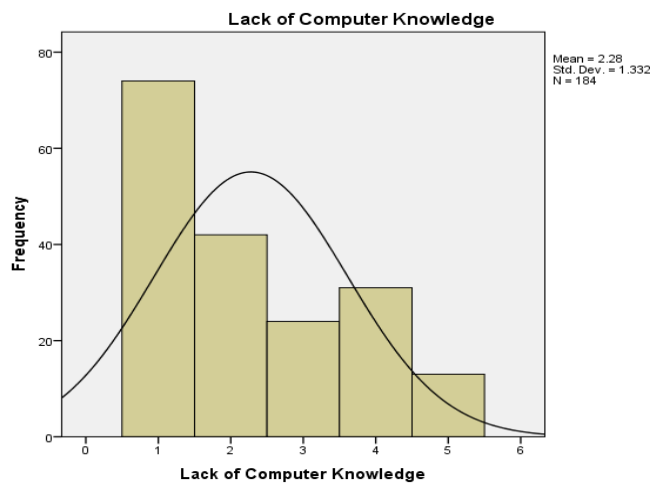
Mean	2.28
Standard Deviation	1.33
Skewness	0.64
Kurtosis	-0.91
Coefficient of Variance	58.33

(Histogram No 5.75: Lack of Computer Knowledge)

Lack of Computer Knowledge					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	74	40.2	40.2	40.2
	Disagree	42	22.8	22.8	63.0
	Neutral	24	13.0	13.0	76.1
	Agree	31	16.8	16.8	92.9
	Strongly agree	13	7.1	7.1	100.0
	Total	184	100.0	100.0	

(Table No 5.76: Frequency Distribution Table for Lack of Computer Knowledge)

Since coefficient of variance is more than 33% mean is not a meaningful value. Hence the interpretation is based upon frequency distribution table. From frequency distribution table it can be seen that, 40.2% of the respondents said they are strongly disagree for facing problems as a lack of computer knowledge is concerned. 22.8% said disagree, 13.0% said neutral, 16.8% said agree and 7.1% said strongly agree. Since Skewness is positive the curve is a right skewed curve and the data are piled up on the left. Since kurtosis is negative the curve is short and flat.

Hence it is concluded that, most of the respondents strongly disagree for they are faced problems as a lack of computer knowledge is concerned.

Respondents were asked to tell whether they faced problem of poor labor using five response options. (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree)
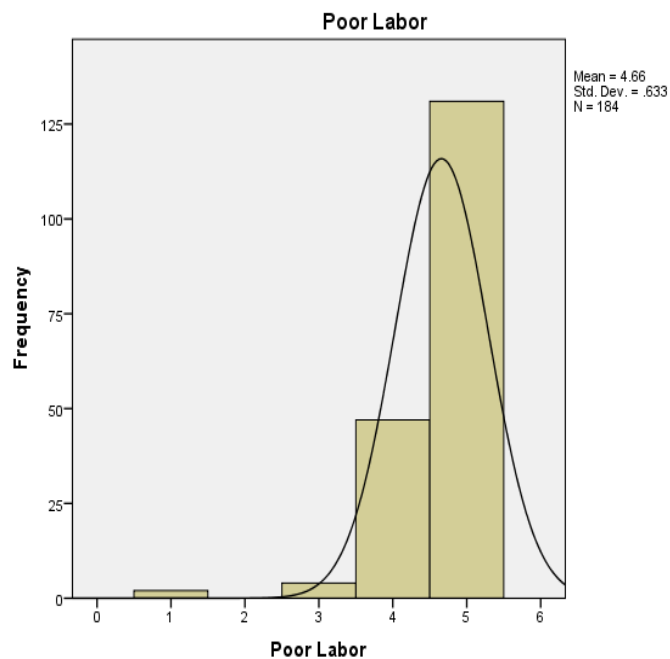
Mean	4.66
Standard Deviation	0.63
Skewness	-2.69
Kurtosis	10.93
Coefficient of Variance	13.51

(Histogram No 5.77: Poor Labor)

Poor Labor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.1	1.1	1.1
	Neutral	4	2.2	2.2	3.3
	Agree	47	25.5	25.5	28.8
	Strongly agree	131	71.2	71.2	100.0
	Total	184	100.0	100.0	

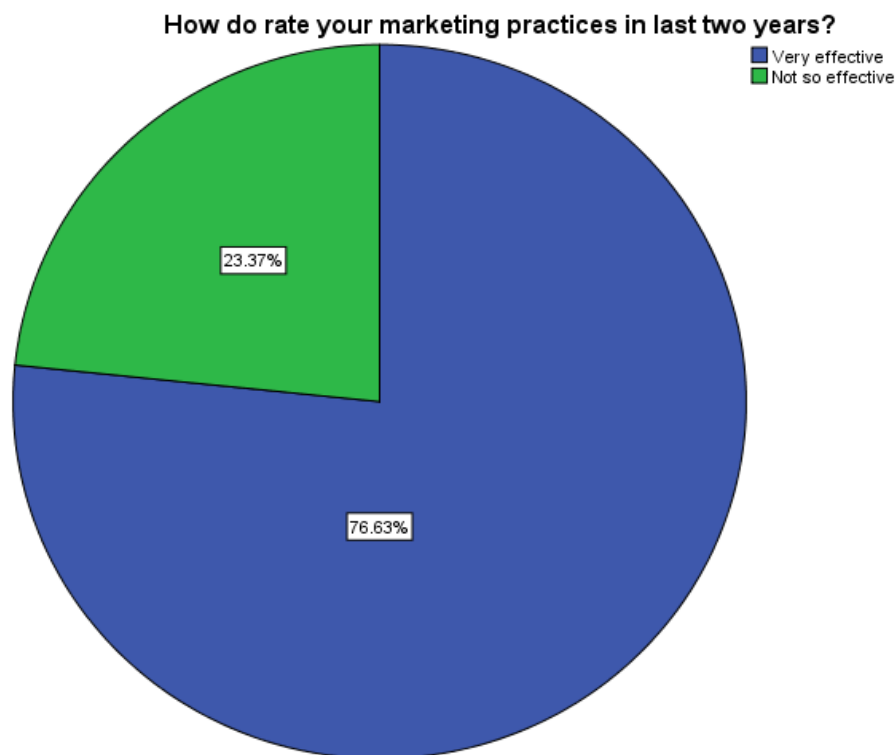(Table No 5.78: Frequency Distribution Table for Poor Labor)

Since coefficient of variance is less than 33% mean is meaningful value. Skewness = -2.69. Since Skewness is negative value. The curve is left skewed curve and data re piled up on the right. Kurtosis = 10.93 since kurtosis is positive value. The curve is tall and narrow. Skewness and kurtosis values further reaffirm the meaningfulness of mean.

Hence it is concluded that, most of the respondents strongly agree for they are facing problem of poor labor is concerned.

Respondents were asked to rate their overall marketing practices in last two years using two response options. (1 = Very Effective and 2 = Not So Effective)

How do rate your marketing practices in last two years?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very effective	141	76.6	76.6	76.6
	Not so effective	43	23.4	23.4	100.0
	Total	184	100.0	100.0	

(Table No 5.79: Frequency Distribution Table for Marketing Practices)
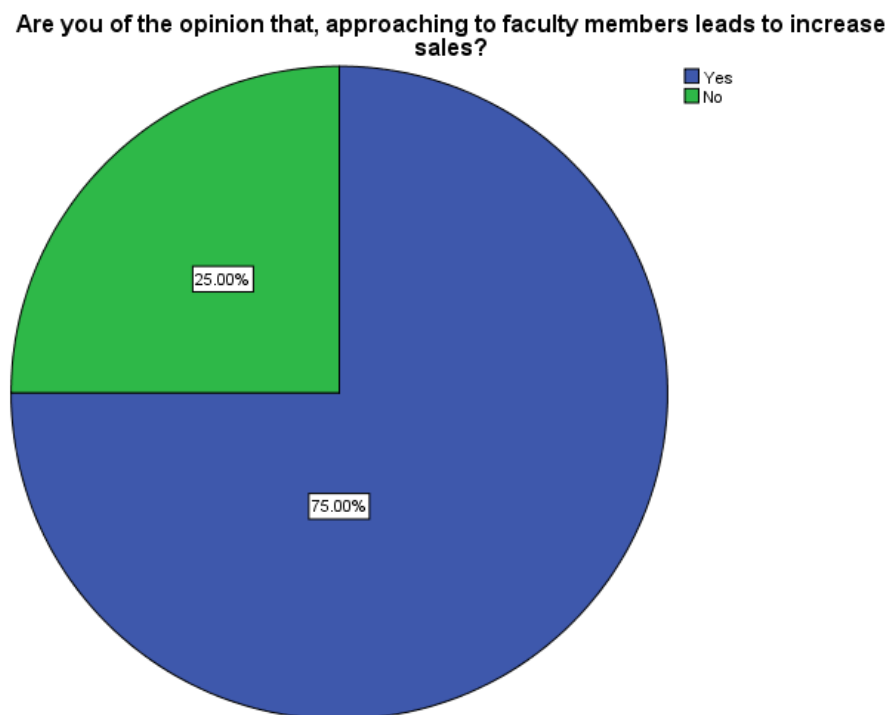

(Pie Chart No 5.80: Marketing Practices)

The above frequency distribution table and pie chart reveals that, out of 184 respondents 76.6% said overall marketing practices in last two years was very effective. Whereas the remaining 23.4% said the marketing practices in last two years was not so effective.

Respondents were asked to tell whether approaching to faculty members leads to increase sales, using two response options. (1 = Yes and 2 = No)

Are you of the opinion that, approaching to faculty members leads to increase sales?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	75.0	75.0	75.0
	No	13	25.0	25.0	100.0
	Total	52	100.0	100.0	

(Table No 5.81: Frequency Distribution Table for Faculty Member)

(Pie Chart No 5.82: Faculty Member)

The above frequency distribution table and pie chart reveals that, out of 52 respondents 75% said yes, they are agree on approaching to faculty members leads to increase sales and 25% said they not agree on increase sales by approaching of faculty members.

Respondents were asked to comment on online marketing practices offered by publishing houses to faculty members. They were given the following options to choose from –

A. Teaching Manual & References (Education Material)
B. PPT
C. Case Studies with solutions
D. Case Lets
E. Multiple Choice Questions with Answer keys
F. Videos / Animation
G. E – Book
H. Digital Library

They were further asked to choose options as applicable. Hence the nature of question was multiple choices. Multiple response analysis in IBMSPSS (Version 21) was used to analyze the data.

Online Marketing Practices Offered to Faculty Frequencies				
		Responses		Percent of Cases
		N	Percent	
Online Marketing practices offered to faculty	Teaching Manual & References (Education Material)	27	11.2%	51.9%
	PPT	40	16.7%	76.9%
	Case Studies with Solutions	30	12.5%	57.7%
	Case lets	20	8.3%	38.5%
	Multiple Choice Questions with Answer Keys	29	12.1%	55.8%
	Videos / Animation	36	15.0%	69.2%
	E - Book	37	15.4%	71.2%
	Digital Library	21	8.8%	40.4%
Total		240	100.0%	461.5%

(Table No 5.83: Frequency Distribution Table for Online Marketing Practices for Faculty)
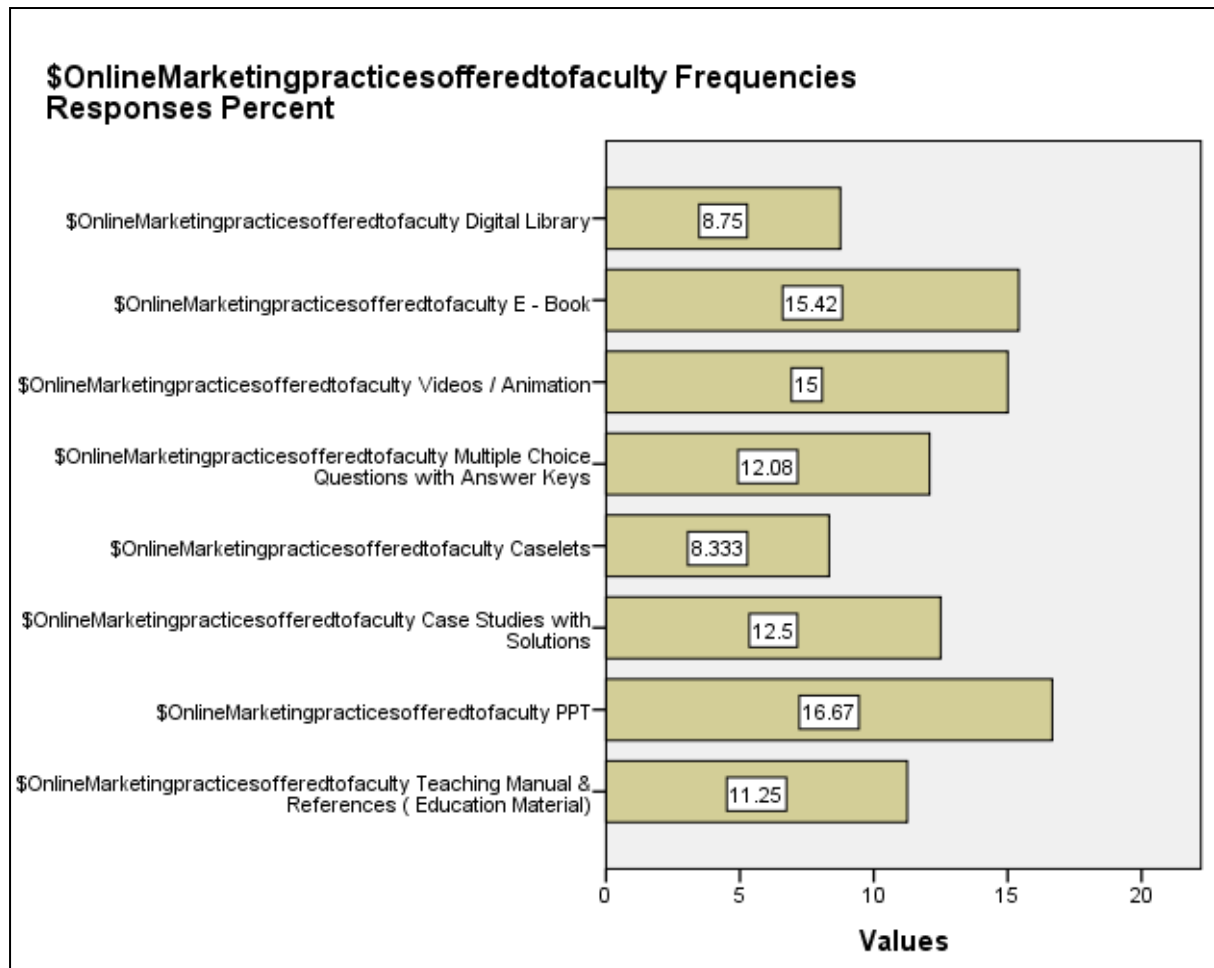
(Bar Diagram No 5.84: Online Marketing Practices for Faculty)

From the above frequency table it can be seen that, out of the 240 YES responses, 11.2% accounted for teaching manual & references (Education Material), 16.7% accounted for PPT, 12.5% accounted for case studies with solutions, 8.3% accounted for case lets, 12.1% accounted for multiple choice questions with answer keys, 15.0% accounted for videos / animation, 15.4% accounted for E – Book and 8.8% accounted for digital library.

Hence it can be concluded that, the top three areas online marketing practices offered by publishing houses to faculty members are PPT, E – Book and videos / animation.

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Chapter VI

Testing of Hypothesis

Chapter VI

Testing of Hypotheses

Hypothesis 1 -

There is direct impact of information technology on marketing practices of book publishing houses.

Statistical Test: Chi-square Test of Contingency.

Variables and Measurements:

Use of information technology for marketing by educational publishing houses was a categorical variable. Publishing houses in India were asked to tell whether there is direct impact of information technology on the following marketing practices –

   a) CD / DVD
   b) Online Shopping
   c) Web-site
   d) Face book / Orkut / Twitter / What's App.

All the above variables were measured using two response options (1 = Very Effective and 2 = Not so Effective) hence, each variable is categorical variable.

H0: There is no direct impact of information technology on marketing practices of book publishing houses in India.

H1: There is direct impact of information technology on marketing practices of book publishing houses in India.

Level of significance $\alpha = 0.05$

Hypothesis –

H0: There is no relationship between use of CD's / DVD's and marketing practices.

H1: There is significant relationship between use of CD's / DVD's and marketing practices.

Crosstab								
			How do rate your marketing practices in last two years?		Total	Chi-square	P - Value	Result
			Very effective	Not so effective				
CD / DVD	No	Count	35	22	57	10.692	0.001	Signific ant
		% within CD / DVD	61.4%	38.6%	100.0%			
	Yes	Count	106	21	127			
		% within CD / DVD	83.5%	16.5%	100.0%			
Total		Count	141	43	184			
		% within CD / DVD	76.6%	23.4%	100.0%			

(Table No 6.1: Cross Tabulation Table for CD / DVD)

From the cross tabulation table it can be seen that, out of 127 publishing houses that use CD's / DVD's, 83.5% said their marketing practices in last two years has improved.

Since P value (0.001) is less than level of significance (0.05), the null hypothesis is rejected.

Hence it can be concluded that, there is a relationship between use of CD's / DVD's and marketing practices.

Hypothesis –

H0: There is no relationship between use of online shopping and marketing practices.

H1: There is significant relationship between use of online shopping and marketing practices.

Crosstab								
			How do rate your marketing practices in last two years?		Total	Chi-square	P – Value	Result
			Very effective	Not so effective				
Online Shopping	No	Count	43	26	69	12.627	0.000	Significant
		% within Online Shopping	62.3%	37.7%	100.0%			
	Yes	Count	98	17	115			
		% within Online Shopping	85.2%	14.8%	100.0%			
Total		Count	141	43	184			
		% within Online Shopping	76.6%	23.4%	100.0%			

(Table No 6.2: Cross Tabulation Table for Online Shopping)

From the cross tabulation table it can be seen that, out of 115 publishing houses that use online shopping, 85.2% said their marketing practices in last two years has improved.

Since P value (0.000) is less than level of significance (0.05), the null hypothesis is rejected.

Hence it can be concluded that, there is a relationship between use of online shopping and business performance.

Hypothesis –

H0: There is no relationship between use of web-site and marketing practices.

H1: There is significant relationship between use of web-site and marketing practices.

Crosstab								
			How do rate your marketing practices in last two years?		Total	Chi-square	P - Value	Result
			Very effective	Not so effective				
Web-site	No	Count	19	12	31	4.899	0.027	Significant
		% within Web-site	61.3%	38.7%	100.0 %			
	Yes	Count	122	31	153			
		% within Web-site	79.7%	20.3%	100.0 %			
Total		Count	141	43	184			
		% within Web-site	76.6%	23.4%	100.0 %			

(Table No 6.3: Cross Tabulation Table for Web-site)

From the cross tabulation table it can be seen that, out of 153 publishing houses that use web-site, 79.7% said their marketing practices in last two years has improved.

Since P value (0.027) is less than level of significance (0.05), the null hypothesis is rejected.

Hence it can be concluded that, there is a relationship between use of web-site and business performance.

Hypothesis –

H0: There is no relationship between use of Face book / Orkut / Twitter / What's App. and marketing practices.

H1: There is significant relationship between use of Face book / Orkut / Twitter / What's App. and marketing practices.

Crosstab								
			How do rate your marketing practices in last two years?		Total	Chi-square	P - Value	Result
			Very effective	Not so effective				
Face book / Orkut / Twitter / What's App.	No	Count	18	24	42	34.664	0.000	Significant
		% within Face book / Orkut / Twitter / What's App.	42.9%	57.1%	100.0%			
	Yes	Count	123	19	142			
		% within Face book / Orkut / Twitter / What's App.	86.6%	13.4%	100.0%			
Total		Count	141	43	184			
		% within Face book / Orkut / Twitter / What's App.	76.6%	23.4%	100.0%			

(Table No 6.4: Cross Tabulation Table for Face book / Orkut / Twitter / What's App)

From the cross tabulation table it can be seen that, out of 142 publishing houses that use Face book / Orkut / Twitter / What's App., 86.6% said their marketing practices in last two years has improved.

Since P value (0.000) is less than level of significance (0.05), the null hypothesis is rejected.

Hence it can be concluded that, there is a relationship between use of Face book / Orkut / Twitter / What's App. and business performance.

Conclusion –

From the above Chi-square test results, it can be seen that, all marketing practices like CD / DVD, online shopping, website and Face book / Orkut / Twitter / What's App. have resulted direct impact of information technology.

Hence, it can be concluded that, there is direct impact of information technology on marketing practices of book publishing houses.

Hypothesis 2 –

Information technology has made a significant difference in customer's perspective.

Statistical Test: Sign Binomial Test.

Variables and Measurements:

Respondents were asked to comment on the following statements using a five – point scale (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree) related to above hypothesis.

a) Majority of the customers go for online shopping for books.
b) Customers tend to seek information about books and contents of books via websites of book publishers.
c) Online book purchasers find purchasing convenient than purchasing through physical stores.
d) Customers prefer online book purchasing for variety.
e) Online books buying saves time and money.
f) Online books are sold at a cheaper price compared to physical stores.

Cut Point: The original five – point scale was converted to two – point scale using cut point option as 'three' in IBMSPSS (Version 21). Hence, the newly created categories were –

$< = 3$: Disagree

> 3: Agree

Test Proportion: Test proportion was taken as 0.5. Since more than 50% of favorable responses to a particular category suggest greater approval for this category.

Hence P = 0.5

H0: P $\leq$ 0.5 (proportion of responses indicating "information technology has made a significant difference in customer's perspective" is less than or equal to 50%)

H1: P $>$ 0.5 (proportion of responses indicating "information technology has made a significant difference in customer's perspective" is more than 50%)

Level of significance $\alpha = 0.05$

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
Majority of the customers go for online shopping for books	Group 1	<= 3	35	.19	.50	.000
	Group 2	> 3	149	.81		
	Total		184	1.00		
Customers tend to seek information about books and contents of books via websites of book publishers	Group 1	<= 3	25	.14	.50	.000
	Group 2	> 3	159	.86		
	Total		184	1.00		
Online book purchasers find purchasing convenient than purchasing through physical stores	Group 1	<= 3	51	.28	.50	.000
	Group 2	> 3	133	.72		
	Total		184	1.00		
Customers prefer online book purchasing for variety	Group 1	<= 3	32	.17	.50	.000
	Group 2	> 3	152	.83		
	Total		184	1.00		
Online books buying saves time and money	Group 1	<= 3	10	.05	.50	.000
	Group 2	> 3	174	.95		
	Total		184	1.00		
Online books are sold at a cheaper price compared to physical stores	Group 1	<= 3	5	.03	.50	.000
	Group 2	> 3	179	.97		
	Total		184	1.00		

(Table No 6.5: Binominal Test)

Interpretation:

a) Majority of the customers go for online shopping for books.

   Observed proportion: 0.81, Test proportion: 0.5, P = 0.000

b) Customers tend to seek information about books and contents of books via websites of book publishers.

   Observed proportion: 0.86, Test proportion: 0.5, P = 0.000

c) Online book purchasers find purchasing convenient than purchasing through physical stores.

   Observed proportion: 0.72, Test proportion: 0.5, P = 0.000

d) Customers prefer online book purchasing for variety.

   Observed proportion: 0.83, Test proportion: 0.5, P = 0.000

e) Online books buying save time and money.

   Observed proportion: 0.95, Test proportion: 0.5, P = 0.000

f) Online books are sold at a cheaper price compared to physical stores.

   Observed proportion: 0.97, Test proportion: 0.5, P = 0.000

Conclusion –

Hence it can be concluded that, more than 50% of the respondents agree that, information technology has made a significant difference in customer's perspective.

For all the six variables, the observed proportion is more than 50% and the P value is less than 0.05. Hence, the hypothesis "information technology has made a significant difference in customer's perspective" is proved.

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Chapter VII

Findings, Conclusions and Recommendations

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Findings, Conclusions and Recommendations

7.1   Summary of Findings and Conclusions:

1) The book publishing houses used information technology for marketing of their books through websites (16%), tele-calling (14.9%) and social networking websites (14.8%) which will update customers with the help of social branding.

2) Publishers used the latest technigues in marketing like exhibition (17%), book fair (17%) and E − book (16%). It is also observed that, the publishers have applied various marketing practices effectively which includes online shopping facility through their website (54%) and authors meet (5.7%). Due to advanced development of smart-phone and internet, marketing concept is changed and became very effective to induce and attract more customers for buying of their books.

3) It is observed that, 89.7% of publishers preferred B2B (Business to Business), 82.1% always preferred B2C (Business to Customers) as a mode of distribution channel for books. B2B is more preferred because publishers used their own network system for distribution of books such as dealers, distributors, whole sellers and retailers to manage demand and supply for particular book market. It is also found that, 76% of publishers were distributor of other publishing houses.

4) The publishing houses do not follow need based system for customers through their websites.

5) It is seen that, publishing houses in India have directly impacted through information technology on various marketing techniques like use of CD / DVD, online shopping, website and social networking websites. Information technology creates awareness of all marketing practices including contents and varieties of books through websites of other publishing houses.

6) It is found that, 61.4% of customers prefer online shopping, 56% of customers found it convenient to purchase books through physical stores.

7) It is observed that, 75% of publishers approached faculty members and due to recommendations made by faculty members, their sales increased.

8) As compared to international publishers, many Indian publishers do not provide PPT (83.3%), multiple choice questions (87.9%), case studies with solutions (87.5%) and teaching manual and references (Education Material) (88.8%) to faculty members.

9) Publishers identified changing needs of customers like low priced books, syllabus based books and preferred for more discounts and offers.

10) From the study, it is observed that 72% of the publishing houses do not perform process of manufacturing of book by their own. They give more focus on marketing related activities to increase sales.

11) It is found that, 12% of publishers published books (more than 251 titles) on management and commerce in English language.

12) It is observed that, 4.7% of the publishers use DTP (Desktop Publishing) for manufacturing of book and keep record in the form of CD for their further reference.

13) It is seen that, 12.5% of the book publishing houses have not arranged training programmes for administrative and manufacturing staff.

14) From the study it is observed that, 50.5% of the publishers publish educational books with reference to particular University's syllabus and 66% published along with ISBN number. It is also observed that, 75% of the publisher's have tie-up with all libraries and 98.4% published books under Copyright act.

15) The study shows that, 34.9% of the publishers have tie-up with 'Bookganga' for online shopping even some of them having their own website. It increases the opportunities of online sales and overall business growth.

16) It is seen that, some of the book publishing houses have not entered into international market. Entry into international market will help the publishing houses to expand their business worldwide.

17) It is observed that, publishers face the problems of piracy (82.6%), lack of government and support (50.5%) and high cost of transportation (53.3%).

7.2   Recommendations:

7.2.1 Summary of Recommendations:

i.   Publishing houses should publish audio book (recorded in author's voice), E – journals, develop mobile application, QR code and print on demand (POD) facilities to enhance marketing of their books by using information technology. It is recommended to the publishing houses that are financially weak to tie-up with other publishing houses and online shopping websites.

ii.   Publishing houses may follow recent trends in marketing such as special discounts, advertisement in local radio channels, packaging and SMS alerts to attract more customers so as to increase demand for their educational books.

iii. Educational publishing houses should apply C2C (Customer to Customer) as a mode of distribution channel for books apart from B2B and B2C. It is may implemented through physical store or from website. It will indirectly support for more sales of books from the respective store.

iv.   It is recommended to the publishing houses to follow need based system for better satisfaction of customers. It will be useful to maintain brand through customer delight.

v.   Book publishing houses should apply digital marketing system for increasing their sales revenue and to improve their market share.

vi.   Publishing houses may adopt blog, free E – journals and even they can develop dedicated E – reading devices with low prices for their targeted customer. It will make direct impact on consumer awareness in online world with the help of using information technology.

vii. Publishing houses should approach faculty members frequently. The recommendations made by faculty members will lead to increase in sales revenue.

viii. Indian publishers should adopt online marketing practices followed by foreign publishers such as video calling, mobile application and uploading videos of recent topics by the subject experts on website.

ix.   As far as changing needs of customer is concerned, publishers should publish special edition of cheaper price books, they can also provide free access of E – book for some days and once in a year may declare flat discounts / offers to satisfy all types of needs with the adoption of information technology.

x.   The publishing houses should perform all process of manufacturing of book through their own machineries and equipments. They may organize workshops for their staff. Publishers should use CTP (Computer to Plate) technology for manufacturing of book with less time and energy.

xi. It is recommended that, popular (fast moving) English language books should be translated into other regional languages for entering into new market segmentation. Publishing houses may publish books on recent trends, which will make differentiation in book market; such book can be selected by any University as a reference book.

xii. Publishing houses should utilize online banking facility for routine operations, it will reduce time and increase overall performance.

xiii. Educational publishing houses should enter into international market by way of selecting reputed 'co-author' for entering into respective market.

9.2.2 Systems:

a) Need Based System:

The need based system (Figure No 7.1) is designed from the point of view by taking into consideration the needs of customers.

Customer personally visits to bookshop. Marketing executive shows variety of books as per the request of customer. If customer is satisfied with books, then customer verifies and compares the contents of books. Customer then select book as per the need and ask for discount / offer. Finally customer purchases book subject to satisfaction of the entire needs. If customer is not satisfied about the need then customer visits another bookshop.
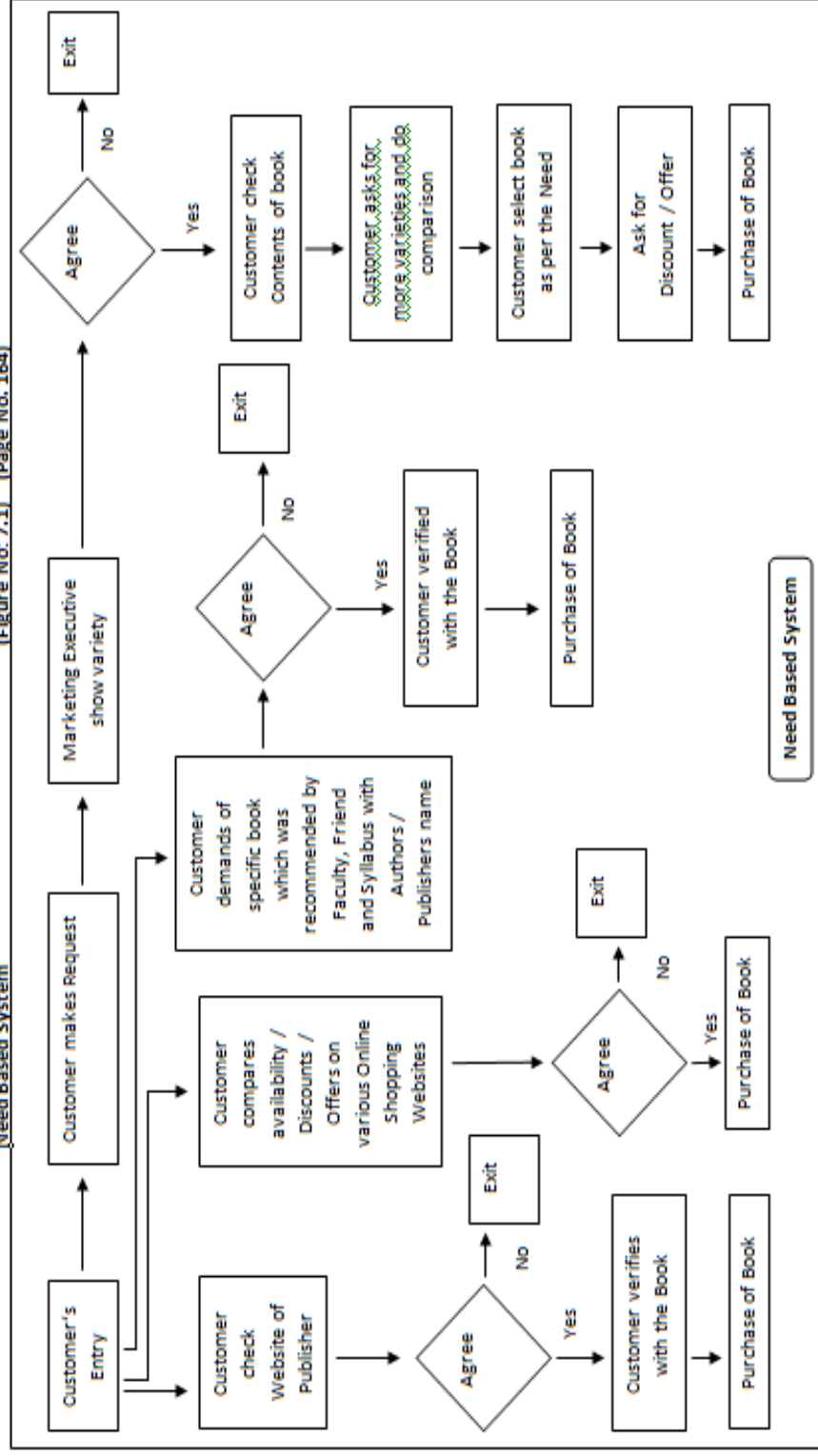
Customer checks website of publishing house and then personally visits to bookshop. After verifying the contents of book shown on website, customer takes decision of purchase of book. If customer is not satisfied with the contents of the book then customer may prefer another bookshop.

Customer completes analysis from online and offline contents in terms of availability and discount / offer etc. After completion of analysis, customer decides the better option for purchase of book. If customer is not satisfied with the contents, offer etc. he / she visits another publisher's website or shop.

Sometimes customer is more specific about his / her choice. In this case, customer demands a specific book with title, author / s and publisher / s name which is recommended by faculty, friends or any other sources. If customer finds the book of his / her choice, then customer

purchases that book without considering offer / discount. If customer doesn't find the book of his / her choice, then he / she prefer to visit another bookshop.

As far as purchase of educational book is concerned, customer is interested in the contents of book with reference to syllabus of the subject. While purchasing a book, customer is also more focused on multiple choice questions, question bank, case studies etc. More discount, offers, service given by marketing executive creates positive impact on customers buying behavior.

Need Based System

(Figure No: 7.1) (Page No. 164)

Customer's Entry → Customer makes Request → Marketing Executive show variety → Agree

Agree — No → Exit

Agree — Yes → Customer check Contents of book → Customer asks for more varieties and do comparison → Customer select book as per the Need → Ask for Discount / Offer → Purchase of Book

Customer demands of specific book which was recommended by Faculty, Friend and Syllabus with Authors / Publishers name → Agree

Agree — No → Exit

Agree — Yes → Customer verified with the Book → Purchase of Book

Customer compares availability / Discounts / Offers on various Online Shopping Websites → Agree

Agree — No → Exit

Agree — Yes → Purchase of Book

Customer check Website of Publisher → Agree

Agree — No → Exit

Agree — Yes → Customer verifies with the Book → Purchase of Book

Need Based System

b) Digital Marketing System for Educational Book Publishing Houses:

The digital marketing system (Figure No 7.2) is designed for educational book publishing houses from marketing point of view.

This system is divided into three parts. The first part shows direct marketing practices. Wherein publishing houses directly communicates with customers through advertising, author's meet, exhibition and complementary copy of book. The second part shows indirect marketing activities that influences customer with the help of discount, offer, SMS alerts, CD / DVD, tele-calling, packaging, book fair etc. All direct and indirect marketing activities are carried out without the use of internet.

The third part shows e – marketing activities. In this category, all marketing activities are carried out with the help of internet, information technology and the combination of software and hardware. It includes e – journals, e – book, print on demand, e – catalogue, mobile app, blog, social networking websites and software, QR code, online chat, audio book etc. Publishers can take feedback from customers regarding the marketing activities carried out that impacted on their purchase decision.

Digital marketing system is useful for publishers to identify, focus and update the selected marketing techniques as per the needs of customers. It is also beneficial for proper customer relationship management and better and faster communication.

Customer awareness will be improved by the adoption of digital marketing system for educational book publishing houses. Publishers will be able to reach customers with the help of internet. Digital marketing system will update customers about the offers, announcements, book fair and new publications without personal visits. Very importantly this system will maintain 'brand image' of publishing house in the minds of customers through regular SMS and e – mail alerts.

Digital Marketing System for Educational Book Publishing Houses   [Figure No: 7.2]   [Page No. 166]

Marketing of Educational Book Publishing Houses

Direct Marketing
- Complimentary Book
- Exhibition
- Advertising (TV / Print / Radio)
- Author's Meet

Indirect Marketing
- Banner Ads
- Book Fair
- Packaging
- Tele-Calling
- SMS Alerts
- Discounts / Offers
- CD / DVD

E - Marketing
- Blog
- E - Mails
- Audio Books
- Online Chat
- Online Shopping
- QR Code
- E - Journals
- Web-site
- E - Book
- Print on Demand
- E - Catalogue
- Social Networking Web-sites and App.
- Mobile App

Feedback
- Publisher's Own Store
- Other Retail Store
- Researchers / Experts
- Faculty / Students

Print Revised edition by Highlighting New Contents

Digital Marketing System for Educational Book Publishing Houses

7.3   Scope for Further Research:

a) The present research is restricted to marketing of educational books. The research can be conducted for non educational books.

b) The researcher has taken limited number of publishing houses. Aspiring researchers can conduct the research on particular or comparative segments of publishing houses like whole sellers, distributors, agents, importers and exporters.

c) There is a scope for conducting the research on online marketing practices carried out by various online shopping websites in India.

d) This research is conducted in India. Further study may be conducted at international level. In that case, the researcher may consider the following points –

    i.   Import and export of books.

    ii.   Use of E – books.

    iii. Use of information technology to reduce cost of marketing of educational books.

    iv.   Analysis of online shopping websites.

****

Appendices

Appendices

Appendices

a. Letters:

1. Letter from National Book Trust, India (Ministry of Human Resource Development, Government of India, New Delhi) dated 1st September, 2014.

राष्ट्रीय पुस्तक न्यास, भारत
मानव संसाधन विकास मंत्रालय, भारत सरकार
NATIONAL BOOK TRUST, INDIA
Ministry of Human Resource Development, Govt. of India

nbt.india
एक: सूत्र सकलम्

No.4-PA/Director/2014/125/68   1 September 2014

Prof. Hrishikesh M.Bhagat
Assistant Professor
Bharati Vidyapeeth Deemed University
Institute of Management & Entrepreneurship Development
Pune – Maharashtra

Dear Sir,

     This has reference to your e-mail addressed to our Director regarding a list of management related book publishers. In this connection, we are sending you a copy our World Book Fair Directory 2014 which gives details of various publishers subject/category-wise. Hope this will be of use to you.

Thanking you,

                                      Yours faithfully,

                                      Chadha

Encl. Fair Director   (Mrs. Ravinder Chadha)
                                      PS to Chairman

प्रमान कार्यालय
नेहरु भवन
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फोन / Phone : +91 11 2679 7700
ई-मेल / Email : office.nbt@nic.in
वेबसाइट / Web : www.nbtindia.gov.in

2. Letter from British Council Library, Pune dated 15th January, 2015.

BRITISH COUNCIL

Pune

www.britishcouncil.in

15 January 2015

Prof. Hrishikesh M. Bhagat,
Bharati Vidyapeeth Deemed University's
Institute of Management & Entrepreneurship Development
Paud Road, Erandwane,
Pune - 411 038

Dear Prof Bhagat

Greetings from British Library, Pune!

Please refer to your enquiry dated 2 January 2015.

We regret to inform you that we do not have any resource to provide you "list of Educational Book Publishing Houses in India"

While searching for your query on the google, I have come across two links. You may find it useful.

1. THE FEDERATION OF PUBLISHERS' AND BOOKSELLERS' ASSOCIATIONS IN INDIA : http://fpbai.org/
2. Association of Publishers in India (API) : http://publishers.org.in/

Wish you all the best for your research work.

Regards

Swati Limaye
Assistant Librarian

3. Letter from Publications Division, India (Ministry of Information and Broadcasting, Government of India, New Delhi) dated 18th February, 2015.

प्रकाशन विभाग
PUBLICATIONS DIVSION
सूचना एवम् प्रसारण मंत्रालय
भारत सरकार
MINISTRY OF INFORMATION & BROADCASTING
GOVERNMENT OF INDIA
Website : http:/publicationsdivision.nic.in

तार : सूचप्रकाशन
सूचना भवन,
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LODHI ROAD, NEW DELHI-110003

Ref No... DPD/BW/2015/MSC   Dated... 18/2/15

To

Mr Hrishikesh M. Bhagat
Assistant professor,
Bharti vidyapeeth Deemed University's,
Institute of management & enterpreneurship Development,
Pune, Maharashtra, India.

Respected Sir,

the topic selected by you for research is very rare and interesting. We appreciate the efforts taken by your side. Wish you all the best your ph.d. work.

thanking you.

RPM 18/2/15
(BIDUR BHARTI)
Indian Information Service
(probationer)
Sub- Editor(Business).

— 9015575108.

4. E – mail received from Nielsen, England dated 9th January, 2016.

M Gmail

HRISHIKESH BHAGAT <bhagathrishi@gmail.com>

Regarding Information of Publishing Industry in India.

Siewcharran, Mo <Mo.Siewcharran@nielsen.com>   Thu, Jun 9, 2016 at 1:15 PM
To: HRISHIKESH BHAGAT <bhagathrishi@gmail.com>
Cc: "Mathur, Vikrant" <Vikrant.Mathur@nielsen.com>, "Banerjee, Subrato" <Subrato.Banerjee@nielsen.com>, "Nair, Aravind R" <Aravind.Nair@nielsen.com>

Dear Hrishikesh,

Thank you for your enquiry and attached are two press releases relating to our *India Book Market Report*, which we hope will be of help to you. The report is chargeable so we are unable to provide you with a copy, however we hope the attached press releases will give you enough information for your purposes.

Kind regards.

Mo

Mo Siewcharran
Director of Marketing & Communications
Book, International
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www.nielsen.com
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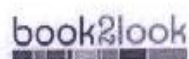
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BookInsights Conference 2016

If you were unable to attend the Nielsen BookInsights Conference, you can purchase the Nielsen Books & Consumers presentation, which will be supplied once we receive your payment – Books & Consumers or email: marketing.book@nielsen.com

Visit our marketing website to see which events we are attending: Nielsen Events

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From: HRISHIKESH BHAGAT [mailto:bhagathrishi@gmail.com]
Sent: 09 June 2016 06:29
To: Mathur, Vikrant
Subject: Regarding Information of Publishing Industry in India.

[Quoted text hidden]

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2 attachments

Press Release API of Nielsen Report_fin.docx
34K

NielsenPR_UnderstandingIndianBookMarket_Feb2015In.pdf
112K

Indian Publishing Sector to Grow at CAGR 19.3% says Nielsen's India Book Market Report 2015

9000+ publishers make India the second largest English language print book publisher in the world

The report values Indian Book Market at INR739.7 billion by 2020 at CAGR of 19.3% over next five years

More than 70% of publishers in India have digitized their content to produce e-book versions – smartphones and e-readers offer consumers opportunities to access digital content

<u>**New Delhi, 30 November, 2015**</u>:Nielsen's study of the India Book Market, a first-of-its-kind, pegs Indian Publishing sector at INR 306.6 billion currently, making itthe sixth biggest publishing market globally. The study titled 'India Book Market Report 2015' estimates a CAGR (Compound Annual Growth Rate) of 19.3% for the industry in next five years. The report, among other interesting facts, also highlights that India is the second largest English-language print book publisher in the world.

The Nielsen study is a comprehensive assessment of the Indian book industry conducted in association with **Association of Publishers in India (API)** and the **Federation of Indian Publishers (FPI)** to evaluate the opportunities and challenges facing the industry, as well as where its future lies. The report willenable the industry to meet the needs and demands of a well-educated nation that continues to grow. Before the release of this report India's book industry estimates were mostly unverifiable estimates.

Key Highlights from Nielsen Study:

- Over **9037** Number of Publishers in the country
- Over **40000** people directly employed by publishers
- **21800+** number of organized and unorganized book retailers in India
- **16 Languages** in which organized/semi-organized publishing exists in India[1]
- Books account for **15%** of e-commerce trade in the country
- **70%** of publishers in India have digitized their content to produce e-books
- School Education (K-12) accounts for **INR221.7billion** of the overall Indian books market in 2014-15; Higher Education accounts for**INR 66.1 billion**

Speaking of the India Book Market Report 2015, the newly appointed President of the Association of Publishers in India, Mr. Vikas Gupta said "The report offers invaluable insights into the books market that will help not just the publishing industry but also the Government and Educators to make plans for a fully literate and educated nation." He added "The report illustrates the contribution of publishers in the schools and higher education domains, as also in trade and general interest categories."

Vikrant Mathur, Director of Nielsen Book India, commented:*"*There is enormous potential in the India Book Market which has been highlighted by the report, enabling publishers, booksellers and libraries to gain a deeper understanding of the market, pin-pointing areas

that can be developed and those pinch points that need to be addressed in order to bring more efficiency and cost savings to the India Book Market and its supply chain."

The Growth of Indian Book Market
Government's focus on digitization, a growing literacy rate (estimated to reach 90% in 2020), government spend on education along with increasing outsourcing of book publishing services to India are strengths of the Indian publishing industry and will continue to sustain the industry growth.

Indian Publishing Sector is a Dynamic Industry
Further, books have emerged as an instrumental category for e-commerce business, accounting for 15% of the overall e-commerce trade, just trailing behind electronics (34%) and apparel& accessories (30%).

The study revealed that "general and literary fiction" was ranked the #1 genre in the trade books segment while "test prep" was the most sought after genre in Academic books.

Government Policies and Implications for the Publishing Industry
Allowance of 100% foreign direct investment in the publishing industry along with various initiatives of the Government in promoting reading habits by strengthening the library movement, organizing book fairs and making subsidized books available are positively impacting the publishing industry. The rising literacy rate and concurrent efforts of the government in reducing school drop-out rate presents publishing industry an immense opportunity to play a direct role in the development of the country through the creation and dissemination of quality educational content.

The Indian Book Consumer and the Digital Opportunity
As digital content becomes mainstream and new channels of marketing open, the manner in which consumers engage with books and reading is continuously changing worldwide. A survey of 2,000 consumers, representative of the urban population aged 18+ during the Nielsen study provides deep insights into changing consumer preference for books in India.

The consumer data survey shows that on average people read books 2.1 times a week while nearly two-thirds read the book occasionally; interestingly, 56% of the respondents bought at least one e-book a year and nearly half of these bought at least 3-4 e-books a year indicating a growing demand for digital books.

The India Book Market Report is now available for sale, for more information or to set up an interview, please contact: Vikrant Mathur, Director, Nielsen Book India: Vikrant.Mathur@nielsen.com

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NOTES TO THE EDITOR

About Nielsen Book

Nielsen Book is a leading provider of search, discovery, commerce, consumer research and retail sales analysis services globally. Nielsen runs the Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTC), provides search and discovery products through its Nielsen BookData product range, electronic trading via Nielsen BookNet and PubEasy services, retail sales analysis via Nielsen BookScan and consumer research through its Books and Consumer Survey.

Nielsen acquired the business Intelligence and commerce solutions products: PubTrack ™ Digital, PubTrack ™ Christian, PubTrack™ Higher-Ed, and Books & Consumers, Global Ebook Monitor and custom research. Commerce Solutions products: PubEasy® and Pubnet® in 2013. This acquisition enhances Nielsen Book's solutions portfolio and brings deeper insights and improved efficiencies to the global book industry.

Nielsen Book employs 100 staff in the UK. The company is wholly owned by Nielsen. For more information, please visit: www.nielsenbook.co.uk

About Nielsen

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 % of the world's population. For more information, visit www.nielsen.com

About The Federation of Indian Publishers

The Federation of Indian Publishers (FIP) is an industry association that works to augment and protect the interests of publishers of Indian origin. It is one of the oldest publishing associations in the country with a membership base of over 500 local publishers. FIP members include publishers that print in English, Hindi and several regional languages. FIP is affiliated to the International Publishes Association as the only representative body of Indian publishers. It also functions as the Regional Office for South Asia for the International Publishers Association.

About Association of Publishers in India

Association of Publishers in India (API) is a trade organization for the promotion and advancement of Publishers having a presence in India as well as to protect the common interest of members and professionals engaged in Global Publishing. API is involved in market research and compiling market statistics.

Contact persons for media:

- Vikrant Mathur, Director, Nielsen Book India: Vikrant.Mathur@nielsen.com
- Vikas Gupta, President API: vgupta@wiley.com
- Rohit Kumar, Ex-President API: rohit.kumar@guidingstardigital.com
- Dr. Ashok Gupta, President FIP: ashokgupta@unicornbooks.in

For any further assistance, please reach:

Mo Siewcharran, Director of Marketing & Communications, Nielsen Book International

T: +44 (0)1483 712 300 or email: Mo.Siewcharran@nielsen.com

OR

Amit Gupta, Head - Corporate Communications, Oxford University Press India: M: +91 9871576705, amit.gupta1@oup.com

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UNDERSTANDING THE INDIAN BOOK MARKET:
A Comprehensive New Study Planned
New Delhi, Tuesday 17 February, 2015

Nielsen has been commissioned to undertake a comprehensive new study of the Indian Book market. This report will look at the fast growing Indian book market, from the perspective of the print book supply chain and its market size within three key segments – Academic / Professional, School text books and Trade books and will also cover the book consumer. The study will aim to give some insights on e-books and journals.

The report will cover two important aspects viewed from within the book industry, talking to publishers, distributors, wholesalers, library suppliers and retailers and also looking at consumer purchasing behaviour. The study has started and will be completed by September 2015.

This important project will provide an in-depth view of the book market, the size, pricing and distribution channels, the impact of technology as well as governmental policies frame-work. The report will also look at consumer purchasing behaviour, demographics and their attitudes to purchasing or not purchasing and why.

Nielsen Book has played a leading role in the book industry for more than 150 years, providing consumer research, retail sales analysis and search and discovery services for the book industry. Nielsen Book's expertise in this field will ensure a comprehensive and objective view of the Indian book market and will be conducted over three phases: desk research, primary research and workshops – using Nielsen's proven methodologies.

For further information about the study, or if you would like to participate, contact:
Vikrant Mathur, Associate Director, Nielsen Book
Email: Vikrant.Mathur@nielsen.com

Alternatively see Vikrant and the Nielsen Book Team at the New Delhi World Book Fair in Hall 11, Stall 529.

For further information:
Mo Siewcharran, Head of Marketing, Nielsen Book
Email: Mo.Siewcharran@nielsen.com

About Nielsen Book

Nielsen Book is a leading provider of search, discovery, commerce, consumer research and retail sales analysis services globally. Nielsen runs the Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTC), provides search and discovery products through its Nielsen BookData product range, electronic trading via Nielsen BookNet and PubEasy services, retail sales analysis via Nielsen BookScan and consumer research through its Books and Consumer Survey. Nielsen acquired the business Intelligence and commerce solutions products: PubTrack ™ Digital, PubTrack ™ Christian, PubTrack™ Higher-Ed, and Books & Consumers, Global Ebook Monitor and custom research. Commerce Solutions products: PubEasy® and Pubnet® in 2013. This acquisition enhances Nielsen Book's solutions portfolio and brings deeper insights and improved efficiencies to the global book industry. Nielsen Book employs 100 staff in the UK. The company is wholly owned by Nielsen. For more information, please visit: www.nielsenbook.co.uk

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

b. Questionnaire:

**"A Study of Use of Information Technology for Marketing of Educational Books
by Publishing Houses in India"**

Dear Respondents,

I am a research scholar of Bharati Vidyapeeth Deemed University, Pune. As a part of my research work I am doing a research on above topic for which I request you to furnish the following questionnaire data by completing the tick mark (√) whichever is necessary. I assure you that, all information will be kept confidential and it will use for my research / academic purpose only.

I thank you for giving information and spending your valuable time and support.

Yours Faithfully,

Mr. Hrishikesh M. Bhagat,
Assistant Professor,
Bharati Vidyapeeth Deemed University's,
Institute of Management and Entrepreneurship Development, Pune, Maharashtra, India.
Email ID: bhagathrishi@gmail.com

1. Name of publishing house: _____
2. Year of Establishment and Registration No. : _____
3. Name of Owner / Partner: _____
4. Address of publishing house (including State) : _____
   _____
5. Website of publishing house: _____
6. Email ID of publishing house: _____
7. Contact number of publishing house: _____
8. Branches of publication house: _____
9. Total number of employees: _____
10. Are you performing all process of manufacturing of book in your publishing house?
    □ Yes   □ No
    If not, what are the processes you outsource?

    □ DTP   □ Proof Reading   □ Plate making
    □ Printing   □ Binding   □ Lamination
    □ Cover page design □ Any other

11. What is your area of interest for publishing of educational books?
    □ Management and Commerce   □ Science and Technology
    □ Pharmacy and Dental   □ Computer
    □ Law   □ Engineering
    □ Trade (Agriculture, Forestry and Fisheries etc.)
    □ General   □ Magazines / Journals
    □ D.Ed. / B.Ed.   □ Any Other

12. Generally which language you choose for publishing of educational books?
    □ English   □ Hindi   □ Marathi
    □ Any other (please specify) _____

13. What kind of new computerization techniques and automation is used particularly in manufacturing unit?
    - ☐ DTP (Desk Top Publishing)
    - ☐ CTP (Computer To Plate)
    - ☐ Paper Cutting and Binding
    - ☐ Any other (please specify)

14. Are you arranging training programs for administration and manufacturing staff pertaining to use of information technology in the area of publication?   ☐ Yes ☐ No

15. Till today how many (approx.) educational books published by your publication?
    - ☐ Less than 50
    - ☐ 51 - 100
    - ☐ 101 - 150
    - ☐ 151 - 200
    - ☐ 201 – 250
    - ☐ More than 251

16. In which format, do you keep record / information, as a part of database maintenance?
    - ☐ CD
    - ☐ DVD
    - ☐ Map
    - ☐ Aluminum Plate
    - ☐ Catalogue
    - ☐ Any Other

17. Whether the educational books published with ISBN number?   ☐ Yes   ☐ No

18. Whether the educational books published with Bar Code System? ☐ Yes   ☐ No

19. Whether you have associated / tie-up / authorized distributor with other publishing houses? ☐ Yes   ☐ No   If Yes, please specify _____

20. Have you published educational books which are specifically designed for students with reference to any program of any University's syllabus?   ☐ Yes   ☐ No
    If Yes, please specify _____

21. How many educational books are approved and recognized by any University as reference books?   ☐ Yes   ☐ No
    If Yes, please specify _____

22. Which mode of distribution you have selected for the distribution of books?
    (Please rate each of following parameter on a scale of 5 – 1, where 5 is Always and 1 is Never)

Sr. No.	Channel of Distribution	Always	Often	Occasionally	Rarely	Never
a)	B2B (Business to Stockers / Distributors / Dealers)					
b)	B2C (Business to Individual Customer / Library)					
c)	C2C (Customer to Customer – Resale / Sale of Second hand books)					

23. Whether your website provides the facility of online shopping?   ☐ Yes   ☐ No

    If No, have you tie-up with any one or more website/s?
    - ☐ Amazon
    - ☐ Bookganga
    - ☐ Snap deal
    - ☐ Flipcart
    - ☐ E-bay
    - ☐ Jabong
    - ☐ Myntra
    - ☐ Homeshop18
    - ☐ Any other (please specify) _____

24. Which online banking facility you utilize for day-to-day operations?
(Please rate each of following parameter on a scale of 5 − 1, where 5 is Always and
1 is Never)

Sr. No.	Online Banking Facility	Always	Often	Occasionally	Rarely	Never
a)	Online Salary Paid					
b)	Online Income-tax Paid / Return					
c)	Online Property Tax					
d)	Online Mobile / Phone Recharge					
e)	Online Electricity Bill Payment					
f)	Online Transfer / Demand Draft / Fixed Deposit					

25. What kind of changes you have observed in the customers buying behavior in current
marketing scenario? (Please rate each of following parameter on a scale of 5 − 1,
where 5 is Strongly Agree and 1 is Strongly Disagree)

Sr. No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a)	Majority of the customers go for online shopping for books					
b)	Customers tend to seek information about books and contents of books via websites of book publishers					
c)	Online book purchasers find purchasing convenient than purchasing through physical stores					
d)	Customers prefer online book purchasing for variety					
e)	Online books buying saves time and money					
f)	Online books are sold at a cheaper price compared to physical stores					

26. Have you entered in international trade by way of importing / exporting / joint venture
etc.? ☐ Yes ☐ No

27. Do have you tie-up with corporate libraries / digital libraries? ☐ Yes ☐ No

28. Have you published books under Copyright Act? ☐ Yes ☐ No

29. How web site of your publishing house is useful from marketing point of view?
_____

30. What kind of marketing practices adopted by you using information technology to customers / employees like –
☐ CD / DVD ☐ Online Shopping ☐ E – Catalogue
☐ SMS Alerts ☐ Web-site ☐ Mobile Application
☐ Video Conferences ☐ Google Play ☐ Tele-calling
☐ Face book / Orkut / Twitter / What's App. ☐ Any Other

31. What is your opinion about changing needs / expectations of customers?
(Please rate each of following parameter on a scale of 5 – 1, where 5 is Strongly Agree and 1 is Strongly Disagree)

Sr. No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a)	Because of I.T. customer is aware about everything.					
b)	Customer demands low price of books.					
c)	Customer prefers more discount and offers.					
d)	Customer feels that syllabus based books					
e)	Majority of the customers go for online shopping.					

32. Have you received any prestigious awards / achievements from Government or any organizations? ☐ Yes ☐ No
If Yes, please specify _____

33. As per your knowledge and experience what are the recent trends of marketing used in the area of publishing houses in India?
☐ E – Book ☐ Exhibition ☐ Book Fair
☐ Author's Meet ☐ Packaging ☐ Special Discount
☐ Membership (Individual / Library) ☐ Free / Complimentary Books
☐ Advertising (TV / Print / Radio) ☐ Any other

34. (a) Are you of the opinion that the manufacturing cost of books is increased?
☐ Yes ☐ No
(b) If Yes, what is impact of increased manufacturing cost on Sales revenue?
☐ Sales Revenue Increased ☐ Sales Revenue Decreased
☐ No change in Sales Revenue

35. In today's world of Globalization, what are the various problems / challenges faced by publishers like you?
(Please rate each of following parameter on a scale of 5 – 1, where 5 is Strongly Agree and 1 is Strongly Disagree)

Sr. No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a)	Piracy					
b)	High Cost of Paper					

c)	Lack of Government Support and Subsidiary					
d)	High Cost of Transport					
e)	High Cost of Channel of Distribution					
f)	Lack of Computer Knowledge					
g)	Poor Labor					

36. How do you rate marketing practices in last two years?
   ☐ Very Effective   ☐ Not so effective

37. (a) Are you of the opinion that, approaching to faculty members leads to increase sales?
   ☐ Yes   ☐ No
    (b) If Yes, what kind of online marketing practices offered to them?
   ☐ Teaching Manual & References (Education Material)
   ☐ PPT
   ☐ Case Studies with solutions
   ☐ Case Lets
   ☐ Multiple Choice Questions with Answer keys
   ☐ Videos / Animation
   ☐ E – Book
   ☐ Digital Library

38. What are your future plans?
   _____
   _____
   _____

xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx   THANK YOU   xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

c. List of Publishers in India:

Sr. No.	Name of Publishers	Sr. No.	Name of Publishers
1	Wiley India Pvt. Ltd., New Delhi	24	Bloomsbury Publishing India Pvt. Ltd., New Delhi
2	Oxford University Press India, New Delhi	25	Speaking Tiger Publishing Pvt. Ltd., New Delhi
3	Macmillan Publishers India Pvt. Ltd., Haryana	26	Random House Publishers India Pvt., Haryana
4	Lexis Nexis Butterworths India (A Division of Reed Elsevier India Pvt. Ltd.), Haryana	27	A 2 Z Teaching and Learning Solutions Pvt. Ltd., Noida, UP
5	Penguin Books India Pvt. Ltd., Haryana	28	A J Books, Delhi
6	Taylor & Francis Books India Pvt. Ltd., New Delhi	29	A – Z Medical Books, Rajasthan
7	Scholastic India Pvt. Ltd., Haryana	30	A.B.D. Publishers, Rajasthan
8	McGraw Hill Education (India) Pvt. Ltd., Noida	31	Elsevier (A Division of Reed Elsevier India Pvt. Ltd.), Haryana
9	Cengage Learning India Pvt. Ltd., Delhi	32	A. K. Books and Periodicals, New Delhi
10	Thieme Medical and Scientific Publishers Pvt. Ltd., Noida	33	A.S. Enterprises, Kashmir
11	Harvard Business Publishing, New Delhi	34	Allied Book Centre, J and K
12	Wolters Kluwer (India) Pvt. Ltd., Haryana	35	A & A Periodicals Subscription Agency Pvt. Ltd., New Delhi
13	Emerald Group Publishing (India) Pvt. Ltd., New Delhi	36	Allied Publishers Pvt. Ltd., Mumbai
14	BMJ, Noida, UP	37	Aadi Books, Delhi
15	Cambridge University Press, New Delhi	38	Allied Publishers Subscription Agency, New Delhi
16	Springer (India) Pvt. Ltd., New Delhi	39	Aavishkar Publishers Distributors, Rajasthan
17	Overleaf, Haryana	40	Amazing Publications, New Delhi
18	Harper Collins India, Noida, UP	41	ABC Publishers Distributors, New Delhi
19	Hachette Book Publishing India Pvt. Ltd., Haryana	42	Amazon Information Technology Centre, Jammu
20	Saikrishna and Associates, Noida, UP	43	ABC Publishing House, J and K
21	Parragon Publishing India Pvt., Noida, UP	44	Amba Book House, Rajasthan
22	Pearson Education, Noida, UP	45	Abhishek Book Agency, Delhi
23	Sage Publication (India) Pvt. Ltd., New Delhi	46	Amicus Books, Kashmir

47	Academic Book Centre, Rajasthan	75	Apple Academic Press Pvt. Ltd., New Delhi
48	Amit Book Co. Pvt., Delhi	76	Ajaz Book Depot, J and K
49	Access Book Centre, J and K	77	Applied Media, New Delhi
50	Amit Book Company, Delhi	78	Academia Books International, New Delhi
51	Adarsh Book Enterprises, New Delhi	79	Aqib Book Centre, J and K
52	Amit Book Depot, Orissa	80	Akanksha Publications, Chattisgarh
53	Aditya Books Pvt. Ltd., Noida, UP	81	ARM Book Bazar, Pune
54	Amit Book Depot, Patna	82	Akansha Publishing House, New Delhi
55	Advance Book Distributors, Delhi	83	Arora Book Depot, Jhansi
56	Amit Book Depot, New Delhi	84	Akshay Prakashan, New Delhi
57	Afreen Publications, Kashmir	85	Arun Prakashan, Gwalior
58	Anamika Publishers and Distributors Pvt. Ltd., New Delhi	86	Al Qalam Publications, J and K
59	Agarwal Book Centre, MP	87	Arvind Prakashan, Rajasthan
60	Anand Publishing House, Varanasi	88	Alfa Publications, New Delhi
61	Aggarwal Traders, Chandigarh	89	Bharat Law Publications, Rajasthan
62	Ane Books Pvt. Ltd., New Delhi	90	Ali Mohammad and Sons, J and K
63	Agrosciences Book Centre, New Delhi	91	Bharathi Publication, Bangalore
64	Anise Enterprises, J and K	92	All India Publishers and Distributors, New Delhi
65	Agrotech Publishing Academy, Rajasthan	93	Bharati Bhawan (P & D), Bihar
66	Ankit Publishing House, Delhi	94	Aryan Publishing Co. Pvt. Ltd., Kolkata
67	Ahuja Book Co. Pvt. Ltd., New Delhi	95	Bharatiya Publishers and Distributors, UP
68	Anmol Publications Pvt. Ltd., New Delhi	96	Aryas Book Centre, Rajasthan
69	AITBS Publishers, Delhi	97	Bhartiya Sahitya Bhavan, New Delhi
70	Anuradha Publicatoions, Tamil Nadu	98	Ashutosh Technical Books, Delhi
71	Ajay Book Palace, J and K	99	Bible Society of India, Chennai
72	Apex Publishing House, Rajasthan	100	Asian Books Pvt. Ltd., New Delhi
73	Ajay Parmar & Co., New Delhi	101	Biblia Impex Pvt. Ltd., New Delhi
74	APH Publishing Corporation, New Delhi	102	ASIS India Pvt. Ltd., Chennai

103	Ajay Publishers and Distributors, MP	130	Axis Books Pvt. Ltd., New Delhi
104	Bibliomatics, Karnataka	131	Book Marketing Services, Chennai
105	Astral International (P) Ltd., New Delhi	132	Ayushaman Publication House, New Delhi
106	Bibliotheque Books (P) Ltd., Hyderabad, AP	133	Book Palace, New Delhi
107	Atharva Publications, Jalgaon	134	B. Bros. & Co., Kolkata
108	Bina Books Suppliers, Kolkata	135	Book Selection Centre, Hyderabad
109	Athenaeum Solutions Pvt. Ltd., Mumbai	136	B. Jain Publishers (P) Ltd., New Delhi
110	Bindings, Kolkata	137	Book Source, Nagpur
111	Atlantic Book House, New Delhi	138	B.I. Publications Pvt. Ltd., New Delhi
112	Bio-Green Books, New Delhi	139	Book Vision, Kashmir
113	Atlantic Publishers and Distributors (P) Ltd., New Delhi	140	B.P.B. Publications, New Delhi
114	Biotech Books, New Delhi	141	Books Treasure, Rajasthan
115	Atlas Books and Periodicals, Delhi	142	B.S. Publishers and Distributors, Delhi
116	Black Gold (Books Division), Srinagar	143	Books World, Bihar
117	Aura Impex, Rajasthan	144	B.S. Shah Educational Publishers, Ahmadabad
118	Black Prints India Inc., New Delhi	145	Brick Publications (Publishers and Distributors), Gujarat
119	Avani Book House, Bhopal	146	Bahai Publishing Trust of India, New Delhi
120	Bokaro Students Friend Pvt. Ltd., Jharkhand	147	Bright Group of Publications, Delhi
121	Avant Publishing Services (P) Ltd., Noida	148	Balani Infotech Pvt. Ltd., Noida, UP
122	Bombay Books and Periodical Service, Mumbai	149	Brilliant Book Company, Tamilnadu
123	Avatar Books, Guwahati	150	Banasthali Book Centre, Rajasthan
124	Book Corner, Jharkhand	151	BSC Publishers and Distributors, Hyderabad
125	Avi Books Pvt. Ltd., New Delhi	152	Bani Mandir, Guwahati, Assam
126	Book Heaven, Jabalpur	153	BSP Books (P) Ltd., Hyderabad
127	Avichal Publishing Company, Himachal Pradesh	154	Baroda Book Corporation, Gujarat
128	Book Mark, Bangalore	155	Durga Book House, Punjab
129	Axis Books, Bangalore	156	Bhaisajya Books and Periodicals, Delhi

157	Book Mark, Bhopal, MP	183	Durgesh Law House, Chhattisgarh
158	Bhalani Book Corporation, Mumbai	184	Excel Books Pvt. Ltd., Noida
159	DVS Publishers, Assam	185	Children's Book Trust, New Delhi
160	Bharat Book Bureau, Navi Mumbai	186	Express Book Service, Patna
161	Dwarika Enterprises, J and K	187	Computech Publications Ltd., New Delhi
162	Bharat Books and Journals Agency, Kolkata	188	Feel Books (P) Ltd., New Delhi
163	Bharat Books Emporium, Odisha	189	Computer Mart, Srinagar
164	Cambridge University Press (India) Pvt. Ltd., New Delhi	190	Fin Deoll Communications and Publications, Goa
165	Capital Books Pvt. Ltd., New Delhi	191	Consul Book Depot, Uttarkhand
166	CBS Publishers and Distributors Pvt. Ltd., New Delhi	192	Focus Medica India (P) Ltd., Bangalore
167	E Book Solutions, Delhi	193	Cosmo Books, Kerala
168	Eastern Book Company, UP	194	French Book Center Pvt. Ltd., New Delhi
169	Eastern Law House Pvt. Ltd., Kolkata	195	Cosmo Publications, New Delhi
170	Edubooks Solutions (P) Ltd., New Books	196	Full Circle Publishing Pvt. Ltd., New Delhi
171	Educational Book Centre, Mumbai	197	Creative Books and Periodicals Pvt. Ltd., Mumbai
172	Cengage Learning India Pvt. Ltd., Delhi	198	Future Kids Publications (P) Ltd., New Delhi
173	Ekta Book Company, New Delhi	199	Current Technical Literature Co. (P) Ltd., Mumbai
174	Central Chinmaya Mission Trust, Mumbai	200	G.G. Books and Periodicals, Navi Mumbai
175	Elite Publications, Srinagar	201	D.C. Books, Kerala
176	Chandna Book House, Bhopal, MP	202	Galgotia Publications (P) Ltd., New Delhi
177	Elite Publishers and Distributors, New Delhi	203	D.K. Agencies (P) Ltd., New Delhi
178	Channel Publications, Haryana	204	General Book Depot, Delhi
179	Emerald Group Publishing India Pvt. Ltd., New Delhi	205	D.N.S. Publishers and Distributors, Guwahati
180	Charotar Publishing House Pvt. Ltd., New Delhi	206	German Book Centre, New Delhi
181	Emmess Mediacl Publishers, Karnataka	207	D.V.S. Publications, New Delhi
182	Chaukhambha Orientalai, UP	208	Giri Trading Agency Pvt. Ltd., Chennai

209	Daffodils Technologies (The Computer Book Shop), UP	234	Global Periodicals Supply Services, New Delhi
210	Global Books, J and K	235	International Book House, Kashmir
211	Das Gupta and Co. Pvt. Ltd., Kolkata	236	Global Vision Publishing House, New Delhi
212	Global Books and Periodicals, Kolkata	237	International Book House Pvt. Ltd., Mumbai
213	Daystar Publications, New Delhi	238	Globe Publications Pvt. Ltd., New Delhi
214	Indian International Tech Books, Delhi	239	International Books and Periodical Supply Service, Delhi
215	DBS Imprints, New Delhi	240	Gloria Books, Delhi
216	Indian Social Institute, New Delhi	241	International Books and Periodicals, New Delhi
217	Deep and Deep Publications Pvt. Ltd., New Delhi	242	Goodwill Books International, New Delhi
218	Indian Publishing House, New Delhi	243	J.K. Jain Brothers, Bhopal
219	Delhi Book Store, New Delhi	244	Goodwill Publishing House, New Delhi
220	Indicia Publishers and Distributors Pvt. Ltd., New Delhi	245	J.K. Laws House, Jammu
221	Dev Books, New Delhi	246	Goyal Publishers and Distributors (P) Ltd., New Delhi
222	Information Book Service, Kolkata	247	Jagdamba Publishing Company, New Delhi
223	Dhanpat Rai Publications (P) Ltd., New Delhi	248	Gulshan Books, Kashmir
224	Infotech Standards India Pvt. Ltd., New Delhi	249	Jagmander Book Agency, New Delhi
225	Diamond Creation, Delhi	250	Gyan Publishing House, New Delhi
226	Insat Books and Periodicals, New Delhi	251	Jaico Publishing House, Mumbai
227	Domain Publisher and Distributors (P) Ltd., New Delhi	252	Hachette Book Publishing India Pvt. Ltd., Haryana
228	Intarsia Overseas Corporation, New Delhi	253	Jain Books and Periodicals, Delhi
229	Global Information Systems Technology Pvt. Ltd., Haryana	254	Harper Collins Publishers India Ltd., Noida, UP
230	International Book Centre, New Delhi	255	Jainsons Book Centre, Haryana
231	Global Interactive Malls (P) Ltd., Haryana	256	Heritage Publishers, New Delhi
232	International Book Distributing Co., UP	257	Janki Prakashan, Patna, Bihar
233	Hi-Tech Publishers and Distributors, New Delhi	258	Jay Kay Book House, J and K

259	Himalaya Publishing House, New Delhi	285	Literacy House, New Delhi
260	Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi	286	Kailash Book Depot, Haryana
261	Himanshu Book Co., Gujrat	287	Lotus Press (Publishers and Distributors), New Delhi
262	JBC Publishers and Distributors, New Delhi	288	Kamal Prakashan, New Delhi
263	I.K. International Publishing House Pvt. Ltd., New Delhi	289	Lyall Book Depot, Ludhiyana
264	JBD Educational Pvt. Ltd., Vishakhapatnam	290	Lyall Book House, Bhopal, MP
265	IBH Books and Magazines Distributors Pvt. Ltd., Mumbai	291	Kanishka Publishers and Distributors, New Delhi
266	John Publishers (P) Ltd., Delhi	292	Karnataka Book Agency, Bangalore
267	Ideal Books Publishers and Distributors, Delhi	293	M.P.P. House, Bangalore
268	Kutub Khana Ishayatul-Islam, New Delhi	294	Kashmir Book Centre, Srinagar, J and K
269	Impressions Publishers, Printers and Designers, Kashmir	295	M.R. Books, Kashmir
270	KW Publishers Pvt. Ltd., New Delhi	296	Kashmir Book Circle, Srinagar
271	Impulse Group, J and K	297	M.S. Bhalla & Co. Pvt. Ltd., New Delhi
272	Lajja Publications, Gujrat	298	Kashmir Book Depot, J and K
273	India Research Press, New Delhi	299	Macmillan Publishers India Ltd., Haryana
274	Lakshi Publishers and Distributors, New Delhi	300	Kashmir Book Trust, J and K
275	Jones and Bartlett India Pvt. Ltd., New Delhi	301	Madhavi Enterprises, UP
276	Landmark – The Book Store, Bhopal, MP	302	Kashmir Info Publication, L and K
277	Jupiter – The Book People, Bangalore	303	Madina Book Shop, Srinagar
278	Law Book Shop, Chhattisgarh	304	Khushbu Prakashan, Ahmedabad
279	Jyoti Enterprises, Delhi	305	Mahalaxmi Enterprises, Bangalore
280	The Law Publishers, Allahabad	306	Kilaso Books, New Delhi
281	Jyotsna Prakashan, Mumbai	307	Mamta Publications (P) Ltd., J and K
282	Laxmi Publications (P) Ltd., New Delhi	308	Kiran Book Centre, Bangalore
283	K.K. Publications, New Delhi	309	Manasayan, Delhi
284	Learninglinks Publishing House Pvt. Ltd., Delhi	310	Kiran Books International, Jharkhand

311	K.M. Varghese Company, Mumbai	337	Meezan Publishers and Distributors, Srinagar
312	Manglam Publications, Delhi	338	New Central Book Agency (P) Ltd., West Bengal
313	Kirandeep Publishers, jaipur	339	Mehta Booksellers, Kolhapur
314	Manisha, New Delhi	340	New India Publishing Agency, Delhi
315	Kirti Prakashan, New Delhi	341	New Light Publishers, New Delhi
316	Manjul Publishing House Pvt. Ltd., Bhopal	342	Mehta Publishing House, Pune
317	Kissmat International Publications, New Delhi	343	Mehul Book Sales, Mumbai
318	Manohar Publishers and Distributors, New Delhi	344	New Saraswati House (India) Pvt. Ltd., New Delhi
319	Kitab Mahal, Orissa	345	Metropolitan Book Co. (P) Ltd., New Delhi
320	Manya Publishers and Distributors, Bhopal	346	New Scientific Book Co., Jodhpur
321	Kitab Mahal, Allahabad	347	Mezban Publications, Srinagar
322	The Marg Foundation, Mumbai	348	New Vision Publishers, Srinagar
323	Knowledge Book Distributors, New Delhi	349	Minal Educational Books, New Delhi
324	Max Publishing House, Srinagar	350	News and Literature House, Rajasthan
325	Knowledge House, Srinagar, J and K	351	Mitra and Ghosh Publishers (P) Ltd., Kolkata
326	MD Publications Pvt. Ltd., New Delhi	352	Nirmal Book Agency, Haryana
327	Kogan Page India Pvt. Ltd., New Delhi	353	Modern Book Centre, Kerala
328	Medi Tech Books and Journals, Lucknow	354	Nisha Scientific, Delhi
329	Konark Publishers (P) Ltd., New Delhi	355	Modern Book House, Ghaziabad, UP
330	Nawaz Book Depot, Srinagar	356	Niyogi Books, New Delhi
331	Kunal Subscription Agency, Ahmedabad	357	Mohan Enterprises, Allahabad
332	Neelkamal Publications Pvt. Ltd., Hyderabad	358	Ocean Research Journals, Delhi
333	Kushal Books, Gujarat	359	Mohan Law House, New Delhi
334	Neoti Book Agency Pvt. Ltd., New Delhi	360	Om Books Publishers and Distributors, Guwahati
335	Media House, Delhi	361	Monika book Distributors, Delhi
336	New Age International (P) Ltd., New Delhi	362	Om Books Service, New Delhi

363	Motilal Banarsidass Publishers (P) Ltd., Delhi	390	Panima Educational Book Agency, New Delhi
364	Omega Publications, New Delhi	391	Panther Publishers Pvt. Ltd., Bangalore
365	Mukhtar Enterprises, Srinagar	392	Rajat Publications, New Delhi
366	Orange Books International, New Delhi	393	Paras Medical Books Pvt. Ltd., Andhra Pradesh
367	Munshiram Manoharlal Publishers Pvt. Ltd., New Delhi	394	Rajhans Prakashan Pvt. Ltd., Pune
368	Orient Blackswan Pvt. Ltd., Hyderabad	395	Paras Medical Publisher, Hyderabad
369	N.B. Modern Agencies, Siliguri	396	Raka Prakashan, Allahabad
370	Oscar Publications, Kashmir	397	Paras Publishers and Distributors, Delhi
371	Narosa Book Distributors Pvt. Ltd., New Delhi	398	Ramesh Publishing House, New Delhi
372	Oura Prakashan and Book Distributors (P) Ltd., UP	399	Parragaon Publishing India Pvt. Ltd., Noida
373	National book House, Agra, UP	400	Random Publications, New Delhi
374	Overleaf Books, Gurgaon	401	Parshava Publication, Ahmadabad
375	Natraj Book centre, Ahmedabad	402	Ranade Prakashan. Ahmadabad
376	Overseas Publication Service, Kolkata	403	Rapid Book Service, Lucknow
377	Natraj Publishers, Uttarakhand	404	Peak Books Pvt. Ltd., New Delhi
378	Oxford and IBH Publishing Co. Pvt. Ltd., New Delhi	405	Peepee Publishers Distributors (P) Ltd., New Delhi
379	Navakarnataka Publications Pvt. Ltd., Bangalore	406	Ratna Sagar P. Ltd., Delhi
380	Oxford India Press, Srinagar	407	Penguin Books India Pvt. Ltd., New Delhi
381	Naveen Books International, New Delhi	408	Ratnakar Booksellers, Miraj
382	Oxford University Press, New Delhi	409	Pentagon Press, New Delhi
383	Navneet Education Ltd., Mumbai	410	Rave Media, New Delhi
384	P.M. Publications, New Delhi	411	Pharma Book Syndicate (Unit of Shah Book House Pvt. Ltd.), Hyderabad
385	Navrang Publications, Srinagar	412	Rawat Publications, Jaipur
386	Palgrave Macmillan, New Delhi	413	Pinnacle Learning, New Delhi
387	Navyug Books International, Delhi	414	Read Books, New Delhi
388	Panchsheel Prakashan, Jaipur	415	Pooja Books Space, Jammu
389	Pankaj Publication International, New Delhi	416	Readers Point, Bangalore

417	Pragati Publications, New Delhi	444	S.K. Medical Book House, Raipur, CG
418	Red Floor Publication Pvt. Ltd., New Delhi	445	Rachna Sagar Pvt. Ltd., New Delhi
419	Prakash and Co., Meerut	446	S.K. Publications, New Delhi
420	Reem Publications (P) Ltd., New Delhi	447	Radha Book Centre, Delhi
421	Prakash Book Distributors, Delhi	448	S.R. Publishers and Distributors, New Delhi
422	Reliance Publishing House, New Delhi	449	Radhika Books, New Delhi
423	Prakash Books India (P) Ltd., New Delhi	450	Sage Publications India Pvt. Ltd., New Delhi
424	Remadhav Publications Pvt. Ltd., Noida	451	Radius Publication, Ghaziabad
425	Pranay Books, Rajasthan	452	Sahitya Sangam, Jammu
426	Rishabh Books, New Delhi	453	Rajat Book Corner, Jaipur
427	Prashant Book Agency, New Delhi	454	Shankar's Book Agency Pvt. Ltd., New Delhi
428	Rising Sun Traders, Jammu	455	Sahni Publishers and Distributors, MP
429	Prashant Book Publishers and Distributors, New Delhi	456	Sharda Publishing House, Hyderabad
430	Ritna Books, New Delhi	457	Sai Book International, New Delhi
431	Prints Publications Pvt. Ltd., New Delhi	458	Sharma Book Centre, Jharkhand
432	Roli Books (P) Ltd., New Delhi	459	Samarth Publications and Subscriptions Pvt. Ltd., New Delhi
433	Priority Publications, New Delhi	460	Sheikh Mohmad Usman and Sons, Kashmir
434	Roy Publications, Patna	461	Sanctum Books, New Delhi
435	Prism Books Pvt. Ltd., Bangalore	462	Sheth Publishing House, Mumbai
436	Rupa Publications India Pvt. Ltd., New Delhi	463	Sapna Book House Pvt. Ltd., Bangalore
437	Professional Books Trader, Chennai	464	Shishu Sahitya Samsad P. Ltd., Kolkata
438	RVS Books, New Delhi	465	Sara Books Pvt. Ltd., New Delhi
439	Purvodaya Books and Periodicals, Haryana	466	Shiv Bharati Publishers and Distributors, Allahabad
440	S.S. Publishers and Distributors Pvt. Ltd., New Delhi	467	Sarat Book House, Kolkata
441	Pustak Mahal, Gujarat	468	Shiv Shakti Books Traders, New Delhi
442	S. Chand and Company Ltd., New Delhi	469	Sainath Publications and Distributor, Varanasi, UP
443	Quantum Books, Lucknow	470	Shree Book House, Visakhapatnam

471	Satish Serial Publications, Delhi	497	Scientific International (P) Ltd., New Delhi
472	Shree Publishers and Distributors, New Delhi	498	Sri Eswar Enterprises, Chennai
473	Satish Serial Publishing House, Delhi	499	Scientific Literature Co., Indore
474	Shri Adhya Educational Books (P) Ltd., New Delhi	500	Srishti Books Distributors, New Delhi
475	Satya Books, New Delhi	501	Scientific Publishers, Jodhpur
476	Shrinkhala Publishing House, UP	502	Shah Publications, Srinagar
477	Satyam Books, New Delhi	503	Scitech Publications (India) Pvt. Ltd., Chennai
478	Shuchita Prakashan Pvt. Ltd., Allahabad	504	Shahran Publishing House, Srinagar
479	Saurabh Pustak Bhandar International, Ahmedabad	505	Segment Book Distributors, New Delhi
480	Siksha Sangha, Kolkata	506	SSDN Publishers and Distributors, New Delhi
481	Savan Books, Tamilnadu	507	Servel Krishna Publishers Pvt. Ltd., Secunderabad
482	Siat Books and Periodicals Pvt. Ltd., Mumbai	508	Shah Book House (P) Ltd., Jodhpur
483	Savera Book Distributors, New Delhi	509	Star Educational Books Distributor Pvt. Ltd., New Delhi
484	Somaiya Publications Pvt. Ltd., Mumbai	510	Today and Tomorrow's Printers and Publishers, New Delhi
485	SBD Publishers and Distributors, Kolkata	511	Sterling Book House, Mumbai
486	Sona Books Pvt. Ltd., Delhi	512	Transworld Subscription Agency, AP
487	SBP Consultants and Engineers Pvt. Ltd., New Delhi	513	Sterling Publishers Pvt. Ltd., New Delhi
488	Sonali Publications, New Delhi	514	Tripathi Book Distributors, Allahabad
489	SBS Publishers and Distributors, Bangalore	515	Students Book Depot, Jharkhand
490	South Asia Distributors and Publishers, New Delhi	516	UBS Publishers Distributors Pvt. Ltd., New Delhi
491	Scientific Book Centre, Assam	517	Studium Press (India) Pvt. Ltd., New Delhi
492	Southern Book Star, Kerala	518	UDH Publishers and Distributors (P) Ltd., New Delhi
493	Scientific Book Company, Patna	519	Sukh Dev and Sons (Unit of Book World) Uttarakhand
494	Springer (India) P. Ltd., New Delhi	520	Unique Media Integrators Printers and Publishers, Chennai
495	Scientific Books and Periodicals, Mumbai	521	Sultan Chand and Sons, New Delhi
496	Spurthy Book House, Hyderabad	522	United Book Prints, New Delhi

523	Sultan Chand and Sons P. Ltd., New Delhi	549	Techniz Books International, New Delhi
524	Universal Academic Books Publishers and Distributors, Delhi	550	Vikas Prakashan, Rajasthan
525	Sultania Book Depot, Srinagar	551	Thakur Publishers, Lucknow, UP
526	Universal Book Service, Pune	552	Vikas Publishing House, Noida
527	Sultania Publications, Srinagar	553	The English Book and Stationary Depot, Jhansi
528	Universal Booksellers, Lucknow	554	Vindhyachal Publishers and Distributors, Delhi
529	Supriya Books, New Delhi	555	The English Book Depot, Dehradun
530	Universal Law Publishing Co. Pvt., Delhi	556	Vinod Book Depot, Jammu-Tawi
531	Sura Books (P) Ltd., Chennai	557	The English Book Store, New Delhi
532	Universal Subscription Agency Pvt. Ltd., Gurgaon	558	Vinod Publication House, Bhopal, MP
533	Suvidha Law House (P) Ltd., Bhopal	559	Thomson Reuters Legal [A Division of Thomson Information South Asia (P) Ltd.] , New Delhi
534	University Publication, New Delhi	560	Vishav Vijay Pte Ltd., New Delhi
535	Synergy Publishers and Distributors, Bangalore	561	Tirupati Publishers and Distributors, Aligarh
536	V.K. Global Publications Pvt. Ltd., New Delhi	562	Vishvabharati Publications, New Delhi
537	T.B.I. Publishers Distributors, New Delhi	563	Vista Books, Delhi
538	Valley Book Hpuse, New Delhi	564	Aks-O-Awaz, New Delhi
539	T.R. Publications, Chennai	565	Vista International Publishing House, Delhi
540	Vandana Publications, New Delhi	566	Akshar Publications, Tripura
541	Tata McGraw Hill Education (I) Pvt. Ltd., Noida, UP	567	Vitasta Publishing Pvt. Ltd., New Delhi
542	Vani Prakashan, New Delhi	568	Al Balagh Publications, Delhi
543	Taxman Publications Pvt. Ltd., New Delhi	569	Viva Books Pvt. Ltd., New Delhi
544	Varun Book International, New Delhi	570	Al Falah Islamic Society, New Delhi
545	Taylor and Francis Books India (P) Ltd., New Delhi	571	Wattan Publications, Srinagar
546	Vayu Education of India, New Delhi	572	Al-Karim Book Depot, Delhi
547	TBH Publishers and Distributors, Chennai	573	Westville Publishing House, Delhi
548	Vedi Books (P) Ltd., New Delhi	574	Al Ula Publications Group (International), Delhi

575	White Feather Publications, Mumbai	603	Amod Pustak Sadan, Delhi
576	Alind Pustak Sadan, Delhi	604	Aamir Kitab Ghar, Delhi
577	Wiley India Pvt. Ltd., New Delhi	605	Amrit Books, Noida
578	All About Book Publishing, Delhi	606	Abhinav Publications, Delhi
579	Wisdom Press, New Delhi	607	Anamika Publishers and Distributors (P) Ltd., Delhi
580	All India Nature Care Federation, Delhi	608	Abhinav Publishing Industries Pvt. Ltd., Delhi
581	Woodhead Publishing India Pvt. Ltd., New Delhi	609	Ananya Prakashan, Delhi
582	All India Traveller Book Seller, Delhi	610	Abhinov Prakashan, UP
583	Yak Book Channel, Jammu	611	Anicient Publishing House, Delhi
584	All India Urdu Publishers and Bookseller's Association, Delhi	612	Abhishek Prakashan, Delhi
585	Yaqoob Brothers, Srinagar	613	Andreas-Punnoose Literary Agency, Kerala
586	Aman Book Agency, Delhi	614	Abid Ali Khan Educational Trust, Hyderabad
587	Yogi Impressions Books Pvt. Ltd., Mumbai	615	Angel Publishing House Pvt. Ltd., New Delhi
588	Aman Mishra, Delhi	616	Academic Foundation, New Delhi
589	Young Publishing House, Srinagar	617	Angoor Prakashan, Delhi
590	Amar Chitra Katha Pvt. Ltd., Mumbai	618	Academic India Publishers, New Delhi
591	Zehra Publishing House, Srinagar	619	Anideaz Designing and Animation Production House, Delhi
592	Amar Ujala Publications Ltd., Noida	620	Adam Publishers and Distributors, New Delhi
593	A Sagar Book House, Delhi	621	Ahmadiyya Muslim Jamaat, Faridabad
594	Amarsatya Prakashan, Delhi	622	Adharshila Prakashan, Nainital
595	Aadhar Prakashan Pvt. Ltd., Haryana	623	Ahmadiyya Muslim Jammat, Gurgaon
596	Amarylis (An Imprint of Manjul Publishing House), Delhi	624	Adhunik Sahitya Sadan, Delhi
597	Aakar Books, Delhi	625	AIETS.Com Pvt. Ltd., Delhi
598	Amazon Seller Services Pvt. Ltd., Bangalore	626	Aditya Books Pvt. Ltd., New Delhi
599	Aakif Book Depot, Delhi	627	AITBS Publishers, India
600	Amity University Press, Delhi	628	Agam Kala Prakashan, Delhi
601	Aalami Media Pvt. Ltd., Delhi	629	Ajay Book Service, Delhi
602	Ahmadiyya Muslim Jamaat, Delhi	630	Ajay Gupta, Delhi

631	Better Yourself Books and Media Pvt. Ltd., Mumbai	659	Arshita Publications, Delhi
632	Bhabani Books, Assam	660	Big Sound India, Delhi
633	Akhil Bhartiya Santmat Satsang, Delhi	661	Arunodaya Prakashan, Delhi
634	Bharat Pustak Bhandar, Delhi	662	Bihar Hindi Granth Akademi, Bihar
635	Akriti Prakashan, Delhi	663	Arvind Memorial Trust, Lucknow
636	Bharat Sewak Foundation, Delhi	664	Bio-Green Books, Delhi
637	Ankur Prakashan, Delhi	665	Arya Book Depot, Delhi
638	Bharati Bhawan, Delhi	666	Blackbuck Publication, Delhi
639	Ankita Prakashan, Delhi	667	Arya Kendriya Sabha, Delhi
640	Bhartiya Jnanpith, Delhi	668	Blackie and Sons (Kolkata) Pvt. Ltd., Delhi
641	Anurag Dixit's Misicology, Noida	669	Arya Prakashan Mandal, Delhi
642	Bharatiya Kala Prakashan, Delhi	670	BMS Education Pvt. Ltd., Delhi
643	Anurag Trust, Lucknow	671	Arya Samaj Hanuman Road, Delhi
644	Bhartiya Vidya Bhavan, Delhi	672	Bodhi Prakashan, Jaipur
645	Apple Publishing International Pvt. Ltd., Chennai	673	Arya Samaj Pankha Road, Delhi
646	Bhartiya Vidya Mandir, Delhi	674	Book Marketing Services, Chennai
647	Aravali Books International Pvt. Ltd., New Delhi	675	Arya Samaj Punjabi Bagh Paschim, Delhi
648	Bharatiya Pustak Parishad, Delhi	676	Book Ocean Publication, Varanasi
649	Areeb Publications, Delhi	677	Arya Swadhyay Kendra, Delhi
650	Bhartiya Sahitya Kala Prakashan, Delhi	678	Bookwell Publication, Delhi
651	Arihant Publications (India) Ltd., Meerut	679	Aryan Books International, Delhi
652	Bhavna Prakashan, Delhi	680	BPI India Pvt. Ltd., Delhi
653	Aroo Publications, Delhi	681	Asha Prakashan Grah, Delhi
654	Bhumika Prakashan, Delhi	682	Brain Mapping Academy, Hyderabad
655	Arsee Publishers, Delhi	683	Asian Educational Services, Delhi
656	Bibliophile South Asia, Delhi	684	Bright Group of Publications Pvt. Ltd., Delhi
657	Arsh Sahitya Prachar Trust, Delhi	685	Association of Indian Universities, Delhi
658	Promila and Co. Publishers, Delhi	686	Buddha Light Art and Living Pvt. Ltd., Delhi

687	Astral International Pvt. Ltd., Delhi	715	Chananda Cultural Society, Delhi
688	Balaji Institute of Computer Graphics, Tamilnadu	716	Educational Scientific Aids, Delhi
689	Atlantic Publishers and Distributors Pvt. Ltd., Delhi	717	Chennai Multimedia, Chennai
690	Barla Impex India Pvt. Ltd., Delhi	718	Ekant Publication, Delhi
691	Ayan Prakashan, Delhi	719	Chetan Sahitya Mandir, Delhi
692	Benteen Books, Bhopal	720	Eklavya, Bhopal
693	B. Jain Publishers Pvt. Ltd., Delhi	721	Chhattisgarh Textbook Corporation, Raipur
694	BERC, Bhopal	722	Emkay Publications, Delhi
695	B.R. Publishing Corporation, Delhi	723	Children Book Temple, Delhi
696	Buddhist World Press, Delhi	724	Enkay Publishing House, Delhi
697	Baba Sai Educational and Household, Delhi	725	Children's Book Trust, Delhi
698	Bal Sanskar, Delhi	726	Eurasia Publishing House Pvt. Ltd., Delhi
699	Bahujan Diversity Mission, Delhi	727	Chowdhry Export House, New Delhi
700	Business Economics, Kolkata	728	Evan-Moor, Haryana
701	Cambridge University Press India Pvt. Ltd., Delhi	729	Circle E Retail Pvt. Ltd., Delhi
702	Dreamland Publications, Delhi	730	Evergreen Publications India Ltd., Delhi
703	Capital Books Pvt. Ltd., Delhi	731	Comp-Point (Tech-Kidz), Delhi
704	Earlybird Books Pvt. Ltd., Delhi	732	Excel Books, Delhi
705	Capital Publishing Co., Delhi	733	Copal Publishing Group, UP
706	Eastern Book Company, Lucknow	734	Excellence Educo Pvt. Ltd., Delhi
707	Caya International, Delhi	735	Copper Coin Publishing, UP
708	Easy English Speaking, Delhi	736	F.K. Publications, Delhi
709	CBS Publishers and Distributors Pvt. Ltd., Delhi	737	Cosmo Publications, Delhi
710	Economic and Political Weekly, Mumbai	738	Falun Dafa Association of India, Noida
711	Century Publications, Delhi	739	Crossbill Publishing Co., Delhi
712	Educational Children's Activity, Delhi	740	Feel Books Pvt. Ltd., Delhi
713	Chalk and Chuckles Products Pvt. Ltd., Delhi	741	D.C. Books, Kerala
714	Educational Publishing House, Delhi	742	Flamingo Books (Export), Delhi

743	D.K. Agencies (P) Ltd., New Delhi	771	Dove Multimedia Pvt. Ltd., Chennai
744	Foreign Language Book Shop, Delhi	772	Genius Hive Publications, Delhi
745	D.K. Printworld (P) Ltd., Delhi	773	Dr. B. Rupavani, Andhra Pradesh
746	Fountain Ink, Chennai	774	Isha Books, Delhi
747	Dakhal Prakashan, Delhi	775	Giri Trading Agency Pvt. Ltd., Chennai
748	Friends Publications (India), Delhi	776	Isha Foundation, Tamilnadu
749	Dastak Prakashan, Punjab	777	Global Academic Publishers and Distributors, Delhi
750	Full Circle Publishing (P) Ltd., Delhi	778	Ishan Publication, Punjab
751	Data Book Depot, Delhi	779	Global Islamic Publications, Delhi
752	Full Marks Pvt. Ltd., Delhi	780	Jaypee Brothers medical Publishers (P) Ltd., Delhi
753	Datanet India Pvt. Ltd., Delhi	781	Global Vision Publishing House, Delhi
754	Fusion Books, Delhi	782	JBC Publishers and Distributors, Delhi
755	DBS Imprints, Delhi	783	Good Luck Publishers Ltd., Delhi
756	G.K. Publications Pvt. Ltd., Noida	784	Jiwan Publishing House Pvt. Ltd., Delhi
757	Department of Publication, Delhi	785	Goodwill Books International, Delhi
758	G.R. Bathla Publications Pvt. Ltd., Meerut	786	Jnanada Prakashan, Delhi
759	Dev Publishers and Distributors, Delhi	787	Goodwill Publishing House, Delhi
760	Ganga Distributors, Delhi	788	Jones and Bartlett Learning, Delhi
761	Dhankar Publications (P) Ltd., Meerut	789	Govinda Book House, Delhi
762	Gargi Prakashan, UP	790	K.K. Publications, Delhi
763	Discovery Publishing house Pvt. Ltd., Delhi	791	Goyal Brothers Prakashan, Noida
764	Gaurav Books, Delhi	792	K.W. Publishers Pvt. Ltd., Delhi
765	Divine Spark, Karnataka	793	Goyal Publishers and Distributors Pvt. Ltd., Delhi
766	Geetika Prakashan, UP	794	Kalpana Prakashan, Delhi
767	Dolphin Press, Delhi	795	Granth Akademi, Delhi
768	General Book Depot, Delhi	796	Kalpaz Publications, Delhi
769	Dominant Publishers and Distributors (P) Ltd., Delhi	797	Granth Shilpi (India) Pvt. Ltd., Delhi
770	General Book Store, Delhi	798	Kalyani Publishers, Punjab

799	Green Leaf Publication, UP	826	Homepro India Pvt. Ltd., Haryana
800	Kalyani Shiksha Parishad, Delhi	827	Laxmi Publications Pvt. Ltd., Delhi
801	Gullybaba Publishing House (P) Ltd., Delhi	828	Huda Publications, Andhra Pradesh
802	Kamal Publishers Lawmanns, Delhi	829	Leftword Books, Delhi
803	Gyan Books, Delhi	830	IFA Publications, Delhi
804	Kanoon Coverage, Delhi	831	Lekhshri Publication, Delhi
805	Gyan Ganga, Delhi	832	I.K. International Publishing House Pvt. Ltd., Delhi
806	Karuna Books, Delhi	833	Lilliput Books and Nature Books India, Kolkata
807	Gyan Vigyan Educare, Delhi	834	Indra Publishing House, Bhopal
808	Kashmir Book Trust, Srinagar	835	Literacy House, Delhi
809	Gyan Vigyan Prakashan, Delhi	836	Inspiration Publication (India), Agra
810	Kinderston Publications Pvt. Ltd., Delhi	837	Lok Prakashan Grih, Delhi
811	Gyandoot, Delhi	838	International Labour Organization, Delhi
812	Kitab Mahal, Delhi	839	Lokbharti Prakashan, UP
813	Happy Book Depot, Haryana	840	I.P.P. Services Training and Research Pvt. Ltd., Noida
814	Kizhakku Pathippagam, Tamilnadu	841	Lotus Press Publishers and Distributors, Delhi
815	Harlequin India Pvt. Ltd., Maharashtra	842	Made Easy Publications, Delhi
816	Koakn Page India Pvt. Ltd., Delhi	843	Manish Publications, Delhi
817	Harper Collins Publishers India Ltd., Noida	844	Manohar Publishers and Distributors, Delhi
818	Koshi Book Distributors, Delhi	845	Manoj Prakashan, Delhi
819	Heritage Publishers, Delhi	846	New Age books, Delhi
820	Kosmik Global Media Pvt. Ltd., Chennai	847	Penguin Books India, Delhi
821	Himadri Books (India), Haryana	848	PHI Learning Pvt. Ltd., Delhi
822	Krishna Prakashan Median Pvt. Ltd., Meerut	849	Popular Prakashan Pvt. Ltd., Mumbai
823	Himalaya Publishing House Pvt. Ltd., Delhi	850	Pustak Mahal, Delhi
824	Kitab Khana Hamidia, Delhi	851	S. Chand and Company Pvt. Ltd., Delhi
825	Hindi Madhyam Karyanvay Nideshalay, Delhi	852	Sage Publications India Pvt. Ltd., Delhi

853	Lawman India Pvt. Ltd., Noida		
854	Springer India Pvt. Ltd., Delhi		
855	Vikas Publishing House Pvt. Ltd., Noida		
856	Viva Books Pvt. Ltd., Delhi		
857	Vishwavidyalaya Prakashan, UP		
858	Vision Books Pvt. Ltd., Delhi		
859	Vitasta Publishing Pvt. Ltd., Delhi		
860	Vrinda Publications (P) Ltd., Delhi		
861	Wilco International, Mumbai		
862	Chaitanya Prakashan, Kolhapur		
863	Siddharaj Prakashan, Pune		
864	Bio-Green Books, New Delhi		
865	International Book House, Mumbai		
866	National Book House, UP		

d. Reliability Test Tables:

a) All process of manufacturing performed at publishing house

Symmetric Measures		Value	Approx. Sig.
Nominal by Nominal	Phi	.867	.000
	Cramer's V	.867	.000
N of Valid Cases		30	

b) Arranging training and development programmes

Symmetric Measures		Value	Approx. Sig.
Nominal by Nominal	Phi	.793	.000
	Cramer's V	.793	.000
N of Valid Cases		30	

c) Books published with ISBN No.

Symmetric Measures		Value	Approx. Sig.
Nominal by Nominal	Phi	.630	.001
	Cramer's V	.630	.001
N of Valid Cases		30	

d) Books published with Bar Code

Symmetric Measures		Value	Approx. Sig.
Nominal by Nominal	Phi	.539	.003
	Cramer's V	.539	.003
N of Valid Cases		30	

e) Distributor with other publishing houses

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.533	.004
	Cramer's V	.533	.004
N of Valid Cases		30	

f) Publish syllabus based books

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.558	.002
	Cramer's V	.558	.002
N of Valid Cases		30	

g) Books selected as reference books

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.700	.000
	Cramer's V	.700	.000
N of Valid Cases		30	

h) Website provides the facility of online shopping

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.627	.001
	Cramer's V	.627	.001
N of Valid Cases		30	

i) Entered into international trade

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.636	.000
	Cramer's V	.636	.000
N of Valid Cases		30	

j) Tie-up with corporate libraries

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.861	.000
	Cramer's V	.861	.000
N of Valid Cases		30	

k) Published books under Copyright Act

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.630	.001
	Cramer's V	.630	.001
N of Valid Cases		30	

l) Any prestigious awards received

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.636	.000
	Cramer's V	.636	.000
N of Valid Cases		30	

m) Manufacturing Cost is increased

Symmetric Measures		Value	Approx. Sig.
Nominal by Nominal	Phi	.423	.020
	Cramer's V	.423	.020
N of Valid Cases		30	

n) Rate last two years business performance

Symmetric Measures		Value	Approx. Sig.
Nominal by Nominal	Phi	.423	.020
	Cramer's V	.423	.020
N of Valid Cases		30	

o) Approaching faculty members leads to increase sales

Symmetric Measures		Value	Approx. Sig.
Nominal by Nominal	Phi	.593	.001
	Cramer's V	.593	.001
N of Valid Cases		30	

e. List of Tables and Graphs:

f. List of Abbreviations:

Sr. No.	Abbreviations	
1.	BA	Bachelor of Arts
2.	©	Copyright
3.	CAPEXIL	Chemical and Allied Products Exports Promotion Council
4.	CD	Compact Disk
5.	CEO	Chief Executive Officer
6.	COD	Cash On Delivery
7.	CTP	Computer To Plate
8.	CMYK	Cyan Magenta Yellow Black
9.	CPU	Central Processing Unit
10.	DRM	Digital Rights Management
11.	DVD	Digital Video Disk
12.	DTP	Desk Top Publishing
13.	E - Book	Electronic Book
14.	E - Commerce	Electronic Commerce
15.	E - Devices	Electronic Devices
16.	E – Journal	Electronic Journal
17.	E – Mail	Electronic Mail
18.	E - Publishing	Electronic Publishing
19.	E - Reader	Electronic Reader
20.	FIB	Federation of Indian Publishers
21.	GB	Giga Bytes
22.	GBS	Google Book Search
23.	GSM	Grams per Square Meter
24.	HRD	Human Resource Development
25.	HTML	Hyper Text Markup Language
26.	IAN	International Article Number
27.	IB	International Baccalaureate
28.	ICT	Information and Communication Technology
29.	IGNOU	Indira Gandhi National Open University
30.	IMF	International Monetary Fund
31.	IT	Information Technology
32.	ISBN	International Standard Book Number
33.	ISSN	International Standard Serial Number
34.	LPG	Liberalization Privatization Globalization
35.	MD	Managing Director
36.	MNC	Multi National Corporation
37.	MOOC	Massive Open Online Course
38.	NAAC	National Assessment and Accreditation Council
39.	NBT	National Book Trust
40.	NSC	National Science Library
41.	OCR	Optical Character Recognition
42.	PDA	Personal Digital Assistants
43.	PDF	Portable Document Format
44.	POD	Print On Demand
45.	Pvt. Ltd.	Private Limited
46.	QR Code	Quick Response Code

47.	RDF	Resource Description Framework
48.	SMS	Short Message Service
49.	SWOT	Strength Weakness Opportunities and Threats
50.	TRIPR	Trade Related Aspects of Intellectual Property Rights
51.	TV	Television
52.	UAE	United Arab Emirates
53.	UGC	University Grants Commission
54.	UK	United Kingdom
55.	USA	United States of America
56.	US	United States
57.	VAT	Value Added Tax
58.	WWW	World Wide Web
59.	XML	Extensible Markup Language

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