

Digital publishing readiness in Nigeria's print book market

Emmanuel Chukwunonye Ifeduba

ISSN: 2514-9342

Article publication date: 11 February 2020  Reprints & Permissions

Issue publication date: 7 September 2020

DOWNLOADS

246

Abstract

Purpose

The purpose of this study is to examine the extent of production of digital book titles and deployment of e-promotion and how they correlate with school, library, bookshop, consumer and author readiness, with a view to enhancing publishers' understanding of and participation in e-publishing, which is now crucial for growth and sustainability

Design/methodology/approach

A questionnaire was completed by 109 publishing firms, 79 publishing websites were observed in search of digital titles and e-promotion, and data were analysed using the SPSS to compute frequencies, percentages and correlates of digital publishing innovation adoption

Findings

It is found that 2014 digital titles (mainly textbooks and scholarly content) were issued in four formats by 33 out of 109 firms. Authors and consumers were perceived to be more digital-ready than libraries, schools and bookshops. There was a significant relationship between the issuance of digital titles and author readiness ($r = 0.372$), consumer readiness ($r = 0.338$) and library readiness ($r = 0.255$). There was also a significant relationship between the adoption of e-promotion and consumer readiness ($r = 0.381$) and author readiness ($r = 0.265$).

Originality/value

Book publishing innovation research, especially in Africa, focuses mainly on the adoption of mobile devices, infrastructural challenges and reading

habits, paying inadequate attention to the correlates of digital publishing adoption. The results of this study, therefore, shed light on the correlates of digital publishing adoption and should help interested publishers and scholars to understand that author, consumer and library readiness are important determinants of digital publishing adoption, especially in developing economies.

Keywords: Africa, Developing countries, Innovation adoption

Author readiness, Digital publishing, Market readiness, Developing economies

Acknowledgements

The author would like to acknowledge the Kenneth Dike Library at the University of Ibadan for being very supportive, by allowing a flexible closing hour, which enabled the author to complete this work.

Citation

Ifeduba, E.C. (2020), "Digital publishing readiness in Nigeria's print book market", *Global Knowledge, Memory and Communication*, Vol. 69 No. 6/7, pp. 427-442. <https://doi.org/10.1108/GKMC-04-2019-0047>
Download as .RIS

Publisher:

Emerald Publishing Limited
Copyright © 2020, Emerald Publishing Limited

Digital publishing readiness in Nigeria's print book market

Background to the Study

Market readiness in the context of book publishing refers to the preparedness of schools, libraries, bookshops, readers and authors. The degree of their digital readiness can determine whether publishers would adopt digital publishing innovations or not (Okojie, 2014). The School environment is an environment of use. Therefore, adoption of digital publishing innovations in the school environment requires that staff and students should possess basic media skills, such that should enable them access digital contents using smart phones, laptop computers, the Internet and other digital devices and applications (Eke, 2011, Osun State Government, 2014).

Another important environment of use is the library environment which is characterised by the mounting of Online Public Access Catalogues OPAC, digital books in CD-ROM, audio books, DVD, e-books and virtual books and documents (Adham and

Ahmad, 2005). Libraries across the globe are increasingly providing platforms for patrons to use and access content. Digital circulation, rental and distribution have, thus become realities in some libraries (Bruns, 2010; Amadi, 2011).

The shift to digital, according to Bammel (2013) has also resulted to a decrease in the number of traditional bookshops around the globe, giving rise to a rapid increase in the power and influence of digital retailers like Amazon.com and aggregators such as Ebscohost. This has also induced print publishers (in the USA, for instance) to sell about 50% of their print titles over the Internet (Berinstein, 2006). For print-on-demand, titles, bookshops in Europe and America now install Espresso machines that download, print, bind and deliver ordered titles while the customer waits (Bruns, 2010). To accomplish this in a bookshop, library or school, the necessary equipment has to be adopted.

The assumption so far is that there would be agreement between authors and publishers as to whether their books should be digitized and distributed digitally or not. But it is not every author that permits this, thus, author readiness becomes a crucial determining factor in the innovation adoption process (Quaddus and Hofmayer, 2007). In Nigeria, adequacy of basic facilities among the consumers, schools, libraries, bookshops and authors is in doubt. It is also not clear how publishers perceive this state of preparedness neither is it understood how their perception of market readiness impinges on their level of adoption of digital publishing innovations.

The Problem

There are assumptions that the book market in Nigeria, perennially plagued by poor reading habits, is almost indifferent to the digital revolution sweeping through the global publishing industry, especially in terms of adopting digital innovations (Nwankwo, 2005; Ozioko (2011). Existing research has failed to probe into the determinants of this adoption behaviour. They have rather echoed the assumptions discussed in the mass media about reading habits, closing bookshops, ill-equipped libraries and schools circumventing the bookshops (Okojie, 2014). This study, therefore, empirically examines the role of market readiness as a determinant of digital publishing innovation adoption with regard to book formats and e-promotion (Quaddus and Hofmayer, 2007). It also attempts to investigate the extent to which author readiness, bookshop readiness, school readiness and library readiness relate to the innovation adoption extent with a view to enhancing the understanding of the predictors of innovation adoption.

Research Questions

RQ1: To what extent are digital book formats produced by the selected publishers?

RQ2: To what extent is e-promotion adopted by the selected publishers?

RQ3: To what extent does market readiness determine the adoption of digital book formats and e-promotion?

REVIEW OF RELEVANT LITERATURE

Publishers' perception of how ready their consumers, authors, bookshops, schools and libraries are for digital innovations could influence their decisions to adopt digital publishing innovations. Where these are ready, the tendency to adopt is higher whereas lack of adequate degree of market readiness tends to discourage adoption. Alemna (2005) noted that market readiness in the era of globalisation goes beyond the readiness of the local market, but might

depend more on overseas markets. This is because it is possible to embark on digital publishing for the international market when the level of consumer readiness is low in the local environment. Ozioko (2011) observed that the near-absence of local Nigerian content on the World Wide Web was attributable to market forces which do not encourage innovation adoption. Among those market forces are reading habits, adequacy of Internet access, ownership of mobile devices through which book content could be accessed and readiness to use the devices for reading and related exercises (Al-Somali, Gbolami and Clegg, 2010; Mady, 2011; Balascau, 2014).

If consumers of book products are in possession of the necessary devices for consuming digital contents, there would be a huge need for content and information to be served to student consumers who lack access to good quality teachers and teaching materials; and with estimated one million blackberries in use and 5 million Nigerians on *facebook*, local publishers should be motivated to produce digital books (Bakare-Yusuf, 2011). In support of this position, Kemabonta (2011) argued that the Internet had deepened, potentially, the book market in Nigeria and stated that Nigeria had 90 million active mobile line subscribers and 26% of Africa's Internet presence. Thus, Bakare-Yusuf (2011) and Kemabonta (2011) seem also to stress that Nigeria's book market is in position to sustain digital book formats if adopted in Nigeria. Moreover, the present situation in which Nigeria has the largest number of mobile phone owners in Africa makes it compelling to shift attention from consumer readiness to other factors (Venkatesh, Inman, Murali, Eileen and Rizley, 2011; Ghobakhloo, Sabouri and Zulkifli, 2011).

It has been argued that reading habits of Nigerians would not encourage the introduction of digital publishing innovations. For instance, scholars state that there is generally a very poor usage of textbooks and a very poor reading culture in the country. For this reason, suggestions have been made by other scholars toward improving the situation by introducing book clubs and reading groups (Onukaogu, 2002). The relevance of this recommendation to the present study is that such reading clubs or forums in schools indicate a state of readiness to try new things. In support of this position, Whitman (2011) argued that new technologies present opportunity to advance both publishing and reading culture; and that Nigerians are increasingly taking advantage of them. She cited a monthly *Web trending.com* report for august 2010, indicating that a large number of Nigerians access online newspapers regularly and visited educational websites frequently explicating that these readers and students constitute the biggest target markets for the book publishing industry (Whitman, 2011). In support of this position, Ofori-Mensah (2007:21) who asked: "if Nigerians do not read, why did the Onitsha market literature develop?"

There are indications that other countries in Africa are beginning to adjust their publishing models to accommodate digital publishing. For instance, Batambuze (2010) stated that e-publishing to cell phones is an alternative currently being explored in Kenya and that platforms to enable book distribution over cell phones are being developed; which implies that more and more people will have Internet access through their mobile phones. Tony (2011) observed that some African markets were not only ready for digital publishing but are already involved in the business, explaining that 15 African publishers were already producing e-books with the help of *World Reader*, an idea which is spreading and flourishing in both Kenya and Ghana (Batambuze, 2010; Tony, 2011; Su and Fu, 2015).

In Europe, America and parts of Asia, this variable (reading culture) is taken for granted because they have little or no doubt as to the readiness of their potential consumers. For instance, results of Aptara (2011) survey indicate that market readiness did not feature as a factor of adoption in a survey dominated by U S A, Germany, United kingdom, Australia and India. To a question on the greatest challenges of producing and bringing e-book to the market, the responses were: content formats and device compatibility issues -30%,

distribution channel issues - 21%, quality of the converted content - 16%, digital right management (DRM), overall cost of e-book production (Aptara, 2011). Issues of Internet access, ownership of computer and mobile devices, infrastructure and policy are taken for granted in these western environments and are hardly investigated in literature from developed countries. Studies also indicate that 4 in five Canadians read books regularly, spending 23% of their leisure time on book reading and that e-books accounted for 17% of the entire book market (Brown and Dant, 2011; Edwards, Vachou and Culver, 2014).

Publishers' perception of library readiness could impinge on their propensity to adopt digital publishing innovations, and there are views and findings suggesting that adoption of digital resources in Nigerian libraries is slow, or that the libraries are not properly positioned for digital publishing resources (Olukoju, 2008). For instance, Onuoha (2006) stated that library budgets are relatively fixed with little accommodation for special endeavours and technology-based services. In essence she argued that adoption of publishing technology in libraries was difficult. Nwogu and Akinde (2007) observed that the emergence of e-textbooks and e-journals has drastically reduced the level of acquisition of traditional books, though there is slow pace in the development and integration of these new formats in Nigerian libraries. Finding of a study conducted by McCluze, Jaeger and Bertot (2007) indicated that more than half of libraries in developing countries did not have sufficient connection speeds to meet patron demand (Odufuwa, 2006; Kanyengo, 2006; Okojie, 2014).

Alemna (2002) stated that, with exception of the University libraries and a few special libraries, most Ghanaian libraries were not computerized and have no internet access, a situation which is bound to make inter-library digital services quite cumbersome. Iloanusi and Osuagwu (2011) analysed websites of Nigerian universities in search of adopted ICT innovations and found that only three of over 70 universities had uploaded digital books to the World Wide Web. The rest of the university websites basically welcomed visitors to their sites, stated their missions and gave recent news and events in the universities. Ezeani (2005) identified lack of Internet connectivity in academic libraries as a factor affecting the adoption of book innovations (Bature, 2011; Radovan, 2011).

Bookshops play an important role in the book chain whether the process is traditional or digital publishing. (Kumar, 2013). They help to achieve mass distribution of relatively inexpensive books which is the surest way of establishing a sustainable national book culture, and digital publishing seems to present opportunities for this. But Nigerian publishers seem to overlook this concept in their profit-driven pursuit of a virile publishing and reading culture (Smith, 1990; Ofori-Mensah, 2008). Smith, for instance, argued that of the three elements a country needs for an educated citizenry (a school system, a system of libraries and a system of mass distribution of inexpensive books) most African countries concentrate on the first two to the utter neglect of the third. In the contrary, bookshops in the United States have been successful in the transition to digital because of their ability to provide user-friendly devices for delivery of content through wi-fi connections and built-in links to online stores (Ballhause, 2011). Consumers' willingness to switch from print to could be facilitated by bookshops who help them switch from physical bookshops to e-tailers or online book retailers, implying that there is a relationship between availability of online sales outlets and adoption of digital distribution innovations (Tagholm, 2013).

Publishers' perception of author readiness could impinge on their pattern of adoption of digital publishing innovations because developing a unified content strategy requires that publishers involve authors in the workflow (Quaddus and Hofmayer, 2007). One reason is that almost all digital books, especially educational books, are pre-structured, implying that authors may be required to write and prepare manuscripts within some specifications or with some software (Prabhu, 2012). Another reason is that book is fast becoming a networked product, and this implies that it may be: "Searchable, linkable feedable, e-mail-able, flickr-

able, deli-cio- us- able, diggable – in fact, divisible and mutable” according to Bernstein(2006:4). Not all authors will be ready to allow their books be distributed in all these ways. The third is that some publishers are already testing the hypothesis that feedback and conversation at the website and elsewhere would lead to a better book. If the author’s responses would be needed for reader comments, then, author readiness becomes an important factor of adoption (Ballhause, 2011). The fourth is what is described as collaborative authoring, which requires that an author places portions of his work on the Internet for inputs from peers, publishers and readers. It is not clear if many creative writers would buy this idea, thus, the need to ascertain their readiness level (Shaver and Shaver, 2003; Scott, 2007; Berinstein, 2006, Prabhu, 2012). All these support the conclusion earlier reached by Hahn and Schoch (1998) that since digital publishing can best be understood as a cluster of related innovations, readers cannot adopt an electronic publication without author acceptance. Where such co-operation is lacking, adoption of technology may be inhibited (Shaver and Shaver, 2003; Scott, 2007; Berinstein, 2006, Prabhu, 2012).

METHODOLOGY

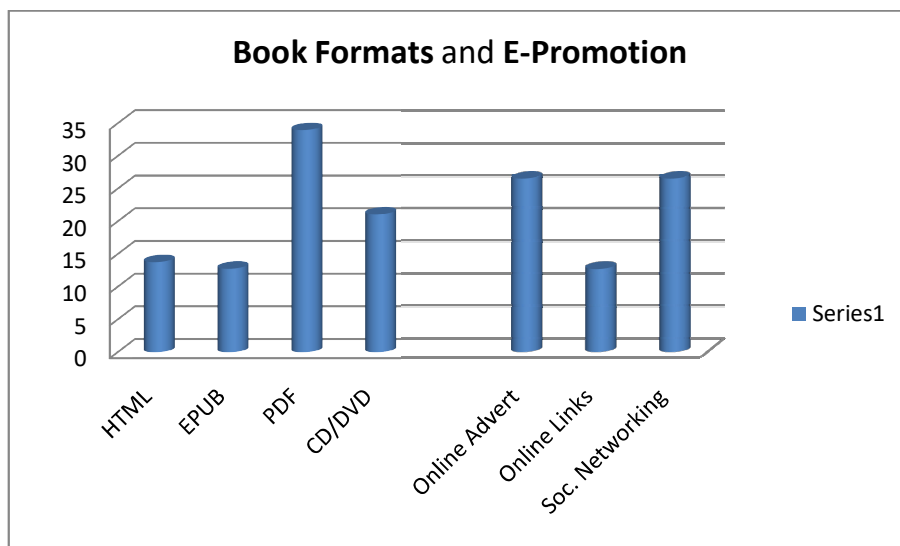
The primary method employed is survey, which was triangulated with website observation and in-depth interview (Anderson, 2010). Survey data were collected offline with printed questionnaire and online with an electronic version. A list of 131 active publishers was generated from the Nigerian Publishers Association (NPA) 2013 and two online directories. Within each organization, which is the primary unit of innovation adoption in this study, only directors, managers or editors involved in core publishing assignments were purposively selected to fill the questionnaire (Sauro, 2011). A total of 109 properly filled copies of the questionnaire were retrieved and analysed.

The constructs were validated by principal component extraction, and results indicated that the extractions ranged from 0.733 to 0.827. For the interviews, only directors, editors, managers and marketing managers involved in marketing and distribution in the selected organizations were purposively selected to participate in the interview sessions. This is because they are expected to have useful information by virtue of their positions (Wimmer and Dominick, 2011; Hammond and Wellington, 2013).

DATA PRESENTATION AND ANALYSIS

Innovations Adopted: Volume and variety serve as indicators of adoption extent of book products (Aptara, 2012). Thus, the respondents were asked to indicate the number of digital titles produced in each product line. Responses indicate that a total of 2014 digital book titles in five formats were produced. Details on format and bits of e-promotion innovation adopted are presented in **Figure 1:**

Figure 1: Adoption Level of Digital Book Format and E-promotion Innovations



The significance of the digital output lies not only in the number and the diversity, but also that interest is fairly high among none-adopters. The diversity of product lines in which digital titles were issued, especially between 2009 and 2014, is consistent with similar increases in Internet access, use of mobile devices and e-payment instruments across the country. For publishers, this implies that digital publishing may provide part of the solution needed to address the problem of book distribution in the country; and for the society, this implies that wider distribution of more titles at a cheaper cost should be expected, especially in the scholarly and trade book categories.

Role of Market Readiness in Digital Format and E-promotion Adoption

Perceived readiness of the book market (consumers, schools, bookshops, libraries and authors) to buy digital books, or authorize digitization in the case of authors, could determine whether a publisher would adopt digital publishing innovations or not. Thus, the respondents were asked to indicate their levels of agreement or disagreement to statements on the readiness of the market. Their responses are summarized in **Figure 2**:

Figure 2:

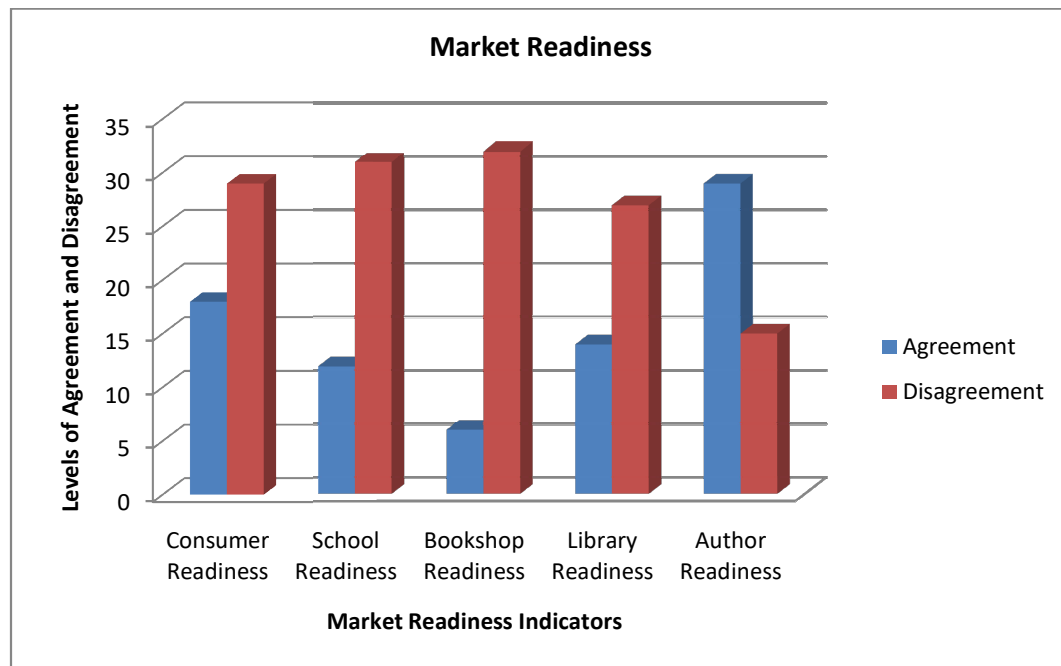


Figure 2 shows that author readiness is high (54.1%) just as earlier presentations indicated that a digital book format, PDF, recorded the highest level of adoption. It could, therefore, be inferred that the digital formats were produced with the approval of authors, implying that author readiness played a significant role in the adoption level of digital book formats. However, a significant number also thinks that consumers are ready, thereby reflecting the improving level of Internet access, which was about 100 million in 2018, according to Internet World Statistics (2018), and ownership of mobile devices. These findings also justify the massive adoption of e-promotion innovations that do not require prior adoption of consumption devices. School readiness (21.8%) and library readiness (25%) were low just as EPUB (12.8%) and CD/DVD formats (23%) usually adopted by schools and libraries, respectively, were low. Bookshop readiness (11.1%) which has to do with availability of digital distribution hardware such as POD machines and CD/DVD replicating machines was low.

Hypothesis Testing

To test the hypothesis which states: *There is no significant relationship between the adoption level of digital book formats, e-promotion and market readiness*, some rules were set as follows:

Decision Rule: Correlations are significant if their significance (or p-value) are less than or equal to 0.05 level (2-tailed). Two-tailed tests measure relationships from both positive and negative directions, thus, two-tailed tests were conducted because the study is interested in significant correlations in either direction.

Computation of Aggregate Variables: A total of 4 multiple-item variables were used in the analysis, and the aggregates of these multiple-item variables were computed using SPSS to add up the items and compute their mean values as follows:

Consumer Readiness = (consumer readiness1 + consumer readiness2 + consumer readiness3)/3

School Readiness = (School Readiness1 + School Readiness2)/2

Library Readiness = (Library Readiness1+ Library Readiness2)/2

Author Readiness =(Author 1 +Author Readiness2)/2

Three types of innovation were focused upon. They are book format, e-promotion and e-commerce innovations and the hypothesis was tested with respect to each of these innovations and details are presented as follows:

Digital Book format adoption, e-promotion adoption and market readiness

Pearson coefficient was computed to assess the relationship between the adoption level of book format innovations (HTML, EPUB, PDF and CD/DVD) and perceived market readiness. Correlation results indicate that there was a moderate positive, significant correlation between the adoption level of book format innovations and perceived consumer readiness at $r = .338$, $N = 66$, $p = .006 < 0.05$ and author readiness at $r = .372$, $N = 68$, $p = .002 < 0.05$. In the same vein there was a weak but positive, significant correlation between the adoption level of digital book formats and the publishers' perception of library readiness at $r = .255$, $N = 68$, $p = .036 < 0.05$. These findings imply that the readier the market is the higher would be publishers' inclination to publish in digital book formats. Conversely, the lower the market readiness the lower publishers' inclination to publish in these three digital formats would be.

Pearson coefficient was also computed to assess the relationship between the adoption level of e-promotion innovations and perceived market readiness. Correlation results indicate that there was moderate positive, significant correlation between the adoption level of e-promotion innovations and perceived consumer readiness at $r = .381$, $N = 65$, $p = .002 < 0.05$ and a weak positive but significant correlation between the adoption level of e-promotion innovations and perceived author readiness at $r = .265$, $N = 67$, $p = .031 < 0.05$. These findings imply that the readier the consumers and the authors are the higher would be publishers' inclination to adopt e-promotion innovations. Conversely, the lower their readiness the lower publishers' propensity to adopt e-promotion innovations would be. Details are presented in Table 1:

Table 1: Relating Innovation Adoption Level to Market Readiness

	Market Readiness				
Pearson correlation statistics	Consumer Readiness	School Readiness	Bookshop Readiness	Library Readiness	Author Readiness
Digital Book Format					
Pearson r	.338*	.157	.127	.255*	.372*
Sig. (2-tailed)	.006	.201	.304	.036	.002
N	66	68	67	68	68
E-promotion					
Pearson r	.381*	.025	.041	.227	.265*
Sig. (2-tailed)	.002	.841	.742	.064	.031
N	65	67	67	67	67

Correlation is significant at the 0.05 level (2-tailed)

DISCUSSION OF FINDINGS

Perceived consumer readiness, author readiness and library readiness were significant for several reasons: If a publisher is not sure of finding consumers for his digital formats and

does not have the approval of his authors, there would be no basis for adopting digital book formats. In the same vein, in line with Rogers' Diffusion of Innovations theory (1995) libraries are expected to play the role of change agents or opinion leaders in the book chain. This is probably why the respondents perceived their role to be significant, hence the significant correlation between adoption level of book formats and these factors.

These findings support other findings in this study. The respondents' perception of the market as one that is not ready is reflected in the low adoption level of HTML format (13.8%) EPUB (12.8%) and compact discs (21.1%). In section 4.5.1; almost 58% either disagreed or strongly disagreed that reading habits encourage the publishing of e-books. These findings also support the findings of other studies. For instance, Scott (2007) indicated that customer readiness is an important determinant of adoption of digital technology in the aviation industry whereas Setzer (2014) reported that poor reading culture in Mexico was linked to low e-book sales and low e-book adoption by readers.

But the fact that print formats are thriving in the same market implies that perceived access to the Internet and availability of reading devices (these are sub-constructs of consumer readiness) rather than reading habit, may be the real inhibitor of adoption. However, it should be noted that their perception of the market as one that is generally not ready does not reflect the current situation whereby many private and public universities and elite secondary schools are equipped with Internet access and appropriate reading devices. The gap between their perception and the reality on ground may, however, be explained by lack of market data. This is because the level of consumer readiness and library readiness could be easily determined where market data are available and easily accessible. At the moment, it appears that even the Freedom of Information Act has not really provided the expected access to market data.

E-promotion: This is consistent with findings under book format adoption. E-promotion is aimed at consumers, primarily and except an author approves of e-promotion of his title, the publisher is not likely to embark on it. As in the case of book format adoption, these two factors, consumer and author readiness, are crucial for e-promotion. However, the market could be said to be largely ready for e-promotion in the sense that over 100 million Nigerians use the Internet and over 15 million were on *Facebook* by the end of 2015, according to *Internet World Statistics* (2018).

These findings support the findings of some previous studies. For instance, Lippert and Govnidarajulu (2006) found that there is a relationship between dependent partner readiness and adoption of technology. Balascau (2014) found that "weak market demand" inhibited adoption of digital publishing. Quaddus and Hofmeyer (2007) found that "supply partner readiness" had positive influence on adoption behaviour with regard to business-to-business (B2B) trading exchanges in Australia. In the present study, authors are supply partners and their permission to promote online is important where a publisher believes that his consumers could be reached online. Furthermore, AliuOlaseni and Matthew (2012) found that polytechnic students in Nigeria spent more time reading online materials than they spent reading offline materials, implying that online book promotion of tertiary titles may be advisable for publishers.

These findings imply that the sampled publishers probably do not reckon with the role of schools, bookshops and libraries in the digital book chain, or prefer to reach them with direct promotional activities. And this could be as a result of their lack of understanding of how to harness the potentials and support of schools, bookshops and libraries, through market development, for profitable digital publishing. Market development will help them enlighten the consumers, schools, bookshops and libraries on their role in the digital publishing chain.

Conclusion and Recommendation

The purpose of this study was to identify the relationship between market readiness and digital publishing innovation adoption in Nigeria. The study accomplished this objective by answering three research questions and testing one hypothesis on the adoption extent of digital publishing innovations.

Three of the variables, perceived consumer readiness and author readiness played significant roles in the adoption level of digital book format innovations. Overall perceived market readiness also played a statistically significant role in the adoption level of digital book formats and e-promotion innovations, but individually only perceived consumer readiness and author readiness played significant roles in the adoption level of e-promotion innovations. Since piracy is one of the major challenges identified by publishers, provision of a common digital delivery highway could motivate authors and publishers to adopt digital publishing.

REFERENCES

- Adham, K.A & Ahmad, M. (2005). Adoption of website and e-commerce technology among Malaysian public companies in *Industrial Management and Data Systems*, Vol. 105, issue 9. 1172- 1187.
- Aina, L. O. (2004). *Library and Information Science Text for Africa*. Ibadan: Third World Information Services Ltd.
- AI-Somali, S; Gbolami, R. & Clegg, B. (2010). An investigation into the adoption of electronic business in Saudi Arabia using the technology-organization-environment framework in UK Academy for Information Systems Conference Proceedings @<http://aise/.aisnet.org/ukais2010/6>. Retrieved on 23/04/14
- Al-Ghaith, W; Sanzogni, L & Sandhu, K (2010). Factors influencing the adoption and usage of online services in Saudi Arabia” *The Electric Journal on Information Systems in Developing Countries*. 40. 1: 1-32.
- Aliu, A.H; Olaseni, O E & Mathew, O.O. (2012). Effect of ICT on the reading habit of students of Rufus Giwa polytechnic, Owo. *Canadian Journal on Scientific and Industrial Research*. 3. 4: 238-245.
- Amadi, M.N. (2011). Supporting Learning in the Digital Age: E-learning Strategies for National Open University of Nigeria *US-China Education Review B*7, 975-981.
- Anderson, C (2010). Presenting and Evaluating Qualitative Research. *American Journal of Pharmaceutical Education*. 74. 8:141-149.
- Aptara (2011). Uncovering e-book real impact. *Aptara's Third Annual e-Book Survey of Publishers*. New York: Aptara.
- Aptara (2012). Revealing the business of e-books. *Aptara's Fourth Annual e-Book Survey of Publishers*. New York: Aptara.
- Bakare -Yusuf, B. (2011). Technology and the future of the book. Transcript of keynote speech delivered at information for change workshop held in Lagos, Nigeria, May. From www.informationforchange.org. Retrieved on

- Balascau, M. (2014). Romania's book sector explained, *International Publishers Association Newsletter*. August.3-3.
- Bammel, J. (2013).The Digital Deluge. *IPA Newsletter*. January <http://internationalpublishers.us5.listmanage.com/track>.Retrieved on 01/12/13
- Batambuze, C. (2010). Digital publishing in Africa: lessons from the PALM project transcript, information for change workshop hold in Nairobi, Kenya, September 2010 at www.informationforchange.org.Retrieved on 23/03/11.
- Bature, R. (2011). Impact of information and communication technology on reading culture.*Book Industry, Technology and the Global Economic Trend*. Lagos: Nigerian Book Fair Trust. 56-67.
- Berinstein, P. (2006). The book as place: the networked book becomes the new "in" destination.*Searcher*. Nov/ Dec. 14. 10: 31.
- Brown, J.R. &Dant, R.P. (2011). The journal of retailing 2006-2011: a nostalgic retrospective. *Journal of Retailing*. 87. 4: 419-426.
- Bruns, K. (2010). The distribution of scholarly books: present situation and future challenges.*ScholarlyPublishing in Africa: Opportunities & Impediments*.Ed. S. Ngoben.Pretoria: The Africa Institute of South Africa. 129 – 144.
- Christopher, N.M. (2010). Applying marketing concepts to book publishing in Nigeria. *The Journal of International Social Research*. 3.11: Spring 207-212.
- Edward, K; Vachon K. & Culver, S. (2014). IPA country report: publishing in Canada. *IPA Newsletter*, July.6-8.
- Eke, H. N. (2011). Modeling LIS students' intention to adopt e-learning; a case from University of Nigeria, Nsukka. *Library Philosophy and Practice*.
- Gupta, P. (2001).Desktop publishing.*Dreamland's Illustrated Computer Encyclopedia*. New Delhi: Dreamland Publications.
- Hahn, K.L &Schoch.N.A. (1997).Applying diffusion theory to electronic publishing: A conceptual framework for examination of issues and outcomes.From <http://www.asis.org/annual-97/hahnk.htm>.Retrieved on 4/2/11.
- Ikpaahindi, L. N. (2011). Digital publishing in West Africa: prospects and challenges presented atthe information for change workshop held in Lagos, Nigeria, May.
- Kanyengo, C.W. (2006). Managing digital information resources in Africa: presenting the integrity of scholarship. Paper presented at a conference on bridging the north-south divide in scholarly communication on Africa, Leiden, the Netherlands, 6th – 8th September.
- Kothari, C.R. &Garg, G. (2014).*Research Methodology: Methods and Techniques*, 3rd

edition, New Delhi: New International Publishers.

- Kumar, R. (2013). Publishing in India: the market outlook. *IPA Newsletter*, December, pp.2.
- Mady, T.T. (2011). Sentiment toward marketing: should we care about consumer alienation and readiness to use technology? *Journal of Consumer Behaviour*. 10: 192–204. From wileyonlinelibrary.com. Retrieved on 22/3/15.
- McClure, C.R.; Jaeger, P. T & Bertot, J.C. (2007). The looming infrastructure Plateau space, finding connection speed and the ability of public libraries to meet demand for free internet access. *First Monday*. 12. 13: 1-18.
- Nwankwo, V. (2005). Print-On-Demand: an African publisher's experience. *Issues in Book Publishing in Nigeria*. Eds F.A. Adesanoye & A. Ojeniyi. Ibadan: Heinemann Educ. Books. 173 – 183.
- Odufuwa, S. (2006). Information and communication technology (ICT) as a research tool in libraries. *Nigerbiblios*. 17. 1 & 2 : 100 – 113.
- Ofori-Mensah, A. (2008). Developing African publishing for the world market: a publisher's perspective. *Capacity Building in the African Publishing Industry and Educational Development in Nigeria*. Lagos: Nigerian Book Fair Trust. 21 – 23.
- Okojie, V. (2014). Emergence of e-book and the survival of the physical book in Africa: a paper presented at the Nigerian international book fair, University of Lagos on 6th May, 2014.
- Onuoha, A.C. (2006). Automated indexing and abstracting series in Nigeria libraries. *Nigerbiblios*. 17. 182: 10-21.
- Osun State Government. (2014). 150,000 e-learning tablets for senior secondary schools. From <http://osun.gov.ng/achievements/150000-e-learning-tablets>. Retrieved on 25/4/15.
- Ozioko, R.E; Igwesi, U. & Eke, H.N. (2011). Generation and dissemination of local contents using ICT for sustainable development. *PNLA Quarterly*. 75.1.35-43.
- Prabhu, J. (2012). HTML 5: The code to maximizing revenue. *Spiglobal Whitepaper*, December 5-5.
- Quaddus, M. & Hofmeyer, G. (2007). An investigation into the factors influencing the adoption of 828 trading exchanges in small business. *European Journals of Information Systems*. 16: 202-215.
- Regier, W.G. (1998). Scholarly press websites. *Journal of Electronic Publishing*. 4.1 From <http://quod.lib.umich.edu/cgi/t/text-idx?c=jep;view>. Retrieved on 12/01/2011.
- Rogers, E. (1995). *Diffusion of Innovations*, 2nd edition, New York: The Free Press.

- Sauro, J. (2011). How to estimate a survey response rate measuring usability. From <http://www.measuringusability.com>. Retrieved on 5/5/14.
- Scott, J. (2012). Books and digital publishing in Africa: what does the future hold? *Africa Bibliography* 2011.vii-xviii.
- Sekaran, U & Bougie, R (2010). *Research Methods for Business: A skill Building Approach*. West Sussex, United Kingdom: WILEY.
- Setzer, H. (2014). Publishing in Mexico. *IPA Newsletter*. May.5-6.
- Shaver, D. & Shaver, M.A. (2003). Books and digital technology: a new industry model. *Journal of Media Economics*. 16. 2: 71-86.
- Smith, D.C. (1990). *A guide to book publishing*, Lagos: University of Lagos Press.
- Taghelm, R. (2013). UK book buyers spend less, but still loyal to print. *Publishing Perspectives*. From [http://publishingperspectives.com/2013/03/UK-book buyers](http://publishingperspectives.com/2013/03/UK-book-buyers). Retrieved on 12/12/14.
- Whithey, L. (2011): *Sustaining Scholarly Publishing: New Business Models for University Presses*. New York: The Association of American University Presses.
- Whitman, M. (2011). Nigerian publishing and social media. From <http://234next.com/csp/cms/sites>. Retrieved on 30/5/13.
- Wimmer, R & Dominick, T. (2011). *Mass Media Research: An Introduction*. Belmont: Wadsworth Cengage Learning.