

## COURSE SYLLABUS FOR DOCTORAL STUDIES

| Name of the course      | Field of study and its code         | Faculty       |
|-------------------------|-------------------------------------|---------------|
| Economics of publishing | Communication and information S 008 | Communication |

| Study method    | Number of credits ECTS | Study method  | Number of credits ECTS |
|-----------------|------------------------|---------------|------------------------|
| Lectures        |                        | Consultations | 2 ECTS                 |
| Individual work | 5 ECTS                 | Seminars      |                        |

### Course abstract

#### Course content

Publishing, knowledge society and new communication. Publishing functions in knowledge society: fixed and variable. A change in publishing in business networking. Publishing as a sector in creative industries. Creativity discourses and creativity theories. Organisational creativity. Dynamics of the concept of innovations. Publishing business model. Relationship between business and art in publishing. The place of publishing in country's economical, educational and social development. Relationship between publishing and the state. The importance of the local book publishing to the state. The problem of profit in publishing, contradiction between a cultural and commercial origin. Contemporary publishing in the world, the influence of its changes to the management of publishing as business.

Legal basics of publishing. Laws regulating publishing. Statutory restrictions, support and exemptions of publishing activity. Publishing standards. Duties and rights of a publishing house. The concept of copyright and its area of application. Piracy, its essence in the book market and prevalence. The problem of freedom and ethics in publishing. Organisational structure and types of publishing houses. The impact of contemporary business features to the structures of publishing houses. The importance of publishing activity analysis to a structural change. Features of a publishing house staff management. Organisational structure of a publishing house. Types of a publishing house characteristic to the contemporary market.

Specificity of the publishing house management. Assignment of roles to employees. The policy of publishing planning. Organisation of a work group. Cooperation with organisations. The importance of creativity in the publishing activity. Forms of formation and management of the capital of publishing economics. The features of profit and product cost in publishing. The circulation of a publication and its impact on the cost of a good. Publishing economics and publisher's duty to the society. Forms and management of editing in a publishing house, its planning. Production of publications, relationship forms with publishing houses, information technologies, and organisational financial features. Distribution of publications, its forms and organisations.

The specificity of marketing and advertising of publications. The methods of advertising of publications in publishing and trade, its organisation and management. The specificity of work with press, social media, public relations in publishing.

The importance of self-publishing in digital publishing. The impact of new technologies to the publishing process and its management. The publishing of audio books. Digital publishing. The culture of the digital book. Communicational chain of digital publishing. Assessment of quality of new media.

The essence of the concept of the book market. Its main participants: author, publisher, printer, book merchant, reading device. Author. Individual and collective author. Printer. Their functions in

book production and risk. Bookseller. Their functions and role in the book market. A bookstore as a commercial institution and centre of culture. Lithuanian book market. Publishing and book trade as features of business management in a small market. Changes in publishing situation in 2008–2019, expansion of digital publishing and online trade.

### Study methods

Individual consultations with course lecturers.

Individual studies of scientific literature and preparation of a scientific paper according to the questions prepared by course lecturers.

### Evaluation methods

A scientific paper (30,000–40,000 characters) on the basis of questions formed by course lecturers.

An oral discussion on the basis of the scientific paper.

### Course literature

BAVERSTOK, Alison. *Leidybos marketingas*. Iš anglų kalbos vertė Elena Macevičiūtė. Kaunas: UAB "Poligrafija ir informatika", 2003. 451 p. ISBN 998685038X.

CAVES, Richard. *Creative industries: contracts between art and commerce*. Cambridge Mass: Harvard University Press, 2002. 464 p. ISBN 978-0674008083.

CULEA, Michaela. Book branding and promoting authorial identity: a comparative approach. *Knygotyra*, 2012, t. 59, p. 93–112. Prieiga internetu: <http://www.zurnalai.vu.lt/knygotyra/article/view/1109/577>.

ČERNEVIČIŪTĖ, Jūratė ir kt. *Kūrybinių industrijų plėtojimo kompleksiniai veiksniai: kolektyvinio kūrybingumo ugdymas*. Vilnius, 2015. 376 p. ISBN 9786094171130.

HOWKINS, J. *Kūrybos ekonomika*. Vilnius: Technika, 2010. 276 p. ISBN 9789955286417.

KOVAČ, Miha. Globalioji anglų kalba ir leidybos tendencijos XX ir XXI amžių sandūroje. *Knygotyra*, 2014, t. 62, p. 7–17. Prieiga internetu: <http://www.zurnalai.vu.lt/knygotyra/article/view/3612/2624>.

KOVAČ, Miha. *Never mind the Web: here comes the book*. Oxford: Chandos publishing, 2008. 200 p. ISBN 9781843344056.

MISIŪNAS, Remigijus. Leidyba prieškarinio ir šiandienos Lietuvoje: patirties lyginamoji analizė. *Knygotyra*, 2014, t. 62, p. 273–289. Prieiga per internetą: <http://www.zurnalai.vu.lt/knygotyra/article/view/3599/2611>.

MISIŪNAS, Remigijus. Mažos ir vidutinės knygų leidyklos šiuolaikinėje Lietuvos knygų leidybos struktūroje. *Knygotyra*, 2018, t. 71, p. 7–30.

MURRAY, Padmini Ray; SQUIRES, Claire. The communicational chain of digital publishing. *Knygotyra*, 2014, t. 62, p. 18–46. Prieiga internetu: <https://www.zurnalai.vu.lt/knygotyra/article/view/3611/2623>

*The Oxford handbook of publishing* / edited by Angus Phillips and Michael Bhaskar. Oxford: Oxford University Press, 2019. 426 p. ISBN 9780198794202.

TOMAŠEVIČ, Nives; LEBEDA, Ivana Ljevak. Leidybos vaidmuo kultūros ir kūrybos industrijoje. *Knygotyra*, 2014, t. 62, p. 47–59. Prieiga internetu: <http://www.zurnalai.vu.lt/knygotyra/article/view/3610/2622>.

| Name of consulting lecturer | Academic rank | Major works published in the last 5 years                                                                                                                                                                                                                                          |
|-----------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Remigijus Misiūnas          | Prof. dr.     | NAVICKIENĖ, Aušra; BRAZIŪNIENĖ, Alma; CICĖNIENĖ, Rima; KAUNAS, Domas; MISIŪNAS, Remigijus; PETREIKIS, Tomas. History of publishing in Lithuania // <i>Oxford research encyclopedia of literature</i> . Oxford : Oxford University Press, 2021. ISBN 9780190201098. p. [1–65]. DOI: |

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|                  |           | 10.1093/acrefore/9780190201098.013.276.                                                                                                                                                                                                                                                       |
|                  |           | MISIŪNAS, Remigijus. <i>Laiškai iš svetimų karų: lietuvių spauda apie JAV karus XIX a. pabaigoje – XX a. pradžioje ir lietuvių karių laiškai iš jų: monografija ir šaltinių publikacija</i> . Vilnius : Bonus animus, 2019. 260 p. ISBN 9786094051913.                                        |
|                  |           | MISIŪNAS, Remigijus. <i>Jo Didenybės prieglobstyje: Didžiosios Britanijos lietuviai Pirmojo pasaulinio karo metais</i> . Vilnius : Bonus animus, 2019. 344 p. ISBN 9789955754558.                                                                                                             |
|                  |           | MISIŪNAS, Remigijus. <i>Varšuva–Vilnius: 1939 m. rudenio : reportažai ir atsiminimai</i> . Pranas Ancevičius; sudarytojas Remigijus Misiūnas. Vilnius : Bonus animus, 2019. 350 p. ISBN 9786094051890.                                                                                        |
|                  |           | MISIŪNAS, Remigijus. Apie Praną Ancevičių ir jo 1939-uosius. Iš Pranas Ancevičius. <i>Varšuva–Vilnius: 1939 m. rudenio: reportažai ir atsiminimai</i> . Vilnius : Bonus animus, 2019. p. 9–24. ISBN 9786094051890.                                                                            |
|                  |           | MISIŪNAS, Remigijus. Europoje išleisti lietuviški ir lituanistiniai leidiniai JAV lietuvių spaudoje (iki 1904 m.). <i>Knygotyra</i> , 2019, t. 72, p. 206–232.                                                                                                                                |
|                  |           | MISIŪNAS, Remigijus. „Mūsų karo korespondento...“, arba Apie karo korespondentą Antaną Vienuolį. Iš <i>Iš karo korespondento užrašų</i> / Antanas Vienuolis-Žukauskas. Vilnius : Bonus Animus, 2019. p. 7–34. ISBN 9789955754534.                                                             |
|                  |           | MISIŪNAS, Remigijus. Mažos ir vidutinės knygų leidyklos šiuolaikinėje Lietuvos knygų leidybos struktūroje. <i>Knygotyra</i> , 2018, t. 71, p. 7–30.                                                                                                                                           |
|                  |           | MISIŪNAS, Remigijus. Išeivijos bibliotekų ir skaitymo klausimai JAV lietuvių periodikoje (iki 1904 m.). <i>Knygotyra</i> , 2018, t. 70, p. 94–124.                                                                                                                                            |
| Aušra Navickienė | Prof. dr. | NAVICKIENĖ, Aušra. How did the translation of Genovefa by Christoph von Schmidt become the 19th-century Lithuanian bestseller? = Kaip Christopho von Schmidto lietuviškasis Genovefos vertimas tapo devynioliktojo amžiaus bestseleriu? // <i>Knygotyra</i> . Vilnius : Vilniaus universiteto |

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|                     |                  | leidykla. ISSN 0204-2061. eISSN 2345-0053. 2022, t. 78, p. 80–110. DOI: 10.15388/Knygotyra.2022.78.107.                                                                                                                                                                                                                                                                 |
|                     |                  | NAVICKIENĖ, Aušra. Professional publishing and Lithuanian books in the first two-thirds of the 19th century in Lithuania: The case of the Zawadzki firm // <i>Roczniki biblioteczne</i> . Wrocław : Uniwersytetu Wrocławskiego Instytut Informacji Naukowej i Bibliotekoznawstwa. ISSN 0080-3626. eISSN 2720-1023. 2021, t. 65, p. 79–95. DOI: 10.19195/0080-3626.65.5. |
|                     |                  | NAVICKIENĖ, Aušra; BRAZIŪNIENĖ, Alma; CICĖNIENĖ, Rima; KAUNAS, Domas; MISIŪNAS, Remigijus; PETREIKIS, Tomas. History of publishing in Lithuania // <i>Oxford research encyclopedia of literature</i> . Oxford : Oxford University Press, 2021. ISBN 9780190201098. p. [1–65]. DOI: 10.1093/acrefore/9780190201098.013.276.                                              |
|                     |                  | NAVICKIENĖ, Aušra. Eduardas Volteris ir XX a. pradžios knygų mokslo institucionalizacija. <i>Knygotyra</i> . 2019, t. 73, p. 230–263. DOI: 10.15388/Knygotyra.2019.73.39.                                                                                                                                                                                               |
|                     |                  | NAVICKIENĖ, Aušra. Publishing in national languages in the 19th century: the case of the Baltic region. In <i>Kultura książki w humanistyce współczesnej</i> . Red. Bożena Koredczuk, Kamila Augustyn. Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego, 2018, p. 163–173. ISSN 0239-6661. ISBN 9788322935965.                                                           |
| Arūnas Gudinavičius | Assoc. Prof. Dr. | GUDINAVIČIUS, Arūnas; GRIGAS, Vincas. Two decades of e-book publishing in a small language market: publishers lag behind pirates // <i>Publishing research quarterly</i> . New York : Springer. ISSN 1053-8801. eISSN 1936-4792. 2022, vol. 38, iss. 3, p. 490–502. DOI: 10.1007/s12109-022-09894-1.                                                                    |
|                     |                  | GRIGAS, Vincas; GUDINAVIČIUS, Arūnas. Stakeholders' perceptions of book piracy's benefits to society in Lithuania // <i>Global knowledge, memory and communication</i> : Emerald Publishing Limited. ISSN 2514-9342. 2022, vol. 71, no. 6-7, p. 605–618. DOI: 10.1108/GKMC-08-2020-0118.                                                                                |

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|                 |                  | GUDINAVIČIUS, Arūnas; GRIGAS, Vincas. Causes and consequences of unauthorized use of books: readers, authors, and publishers' perspective // <i>Online information review</i> . Bingley : Emerald Group Publishing Ltd. ISSN 1468-4527. eISSN 1468-4535. 2022, vol. 46, iss. 5, p. 886–903. DOI: 10.1108/OIR-03-2021-0133.                                       |
|                 |                  | GUDINAVIČIUS, Arūnas. Knygynai Lietuvoje 2013–2018 metais: mažiau fizinių knygynų, mažiau knygų pasirinkimo = Bookstores in Lithuania in 2013–2018: less physical bookstores, less choice of books // <i>Knygotyra</i> . Vilnius : Vilniaus universiteto leidykla. ISSN 0204-2061. eISSN 2345-0053. 2020, t. 75, p. 162–198. DOI: 10.15388/Knygotyra.2020.75.65. |
|                 |                  | KOVAČ, Miha; GUDINAVIČIUS, Arūnas. Publishing under COVID-19 in small book markets: an interim report = Leidyba COVID-19 pandemijos metu mažose knygų rinkose: tarpinė ataskaita // <i>Knygotyra</i> . Vilnius : Vilniaus universiteto leidykla. ISSN 0204-2061. eISSN 2345-0053. 2020, t. 75, p. 17–37. DOI: 10.15388/Knygotyra.2020.74.58.                     |
|                 |                  | GUDINAVIČIUS, Arūnas; MARKELEVIČIŪTĖ, Greta. Using augmented reality in book publishing from a small language market perspective. <i>Publishing research quarterly</i> , 2020, vol. 36, no. 1, p. 43–54. DOI: 10.1007/s12109-019-09704-1.                                                                                                                        |
|                 |                  | GUDINAVIČIUS, Arūnas; ŠUMINAS, Andrius. Choosing a book by its cover: analysis of a reader's choice. <i>Journal of Documentation</i> , 2018, Vol. 74, Issue 2, p. 430–446, DOI: <a href="https://doi.org/10.1108/JD-09-2016-0111">https://doi.org/10.1108/JD-09-2016-0111</a> .                                                                                  |
| Tomas Petreikis | Assoc. Prof. Dr. | NAVICKIENĖ, Aušra; BRAZIŪNIENĖ, Alma; CICĖNIENĖ, Rima; KAUNAS, Domas; MISIŪNAS, Remigijus; PETREIKIS, Tomas. History of publishing in Lithuania // <i>Oxford research encyclopedia of literature</i> . Oxford : Oxford University Press, 2021. ISBN 9780190201098. p. [1–65]. DOI: 10.1093/acrefore/9780190201098.013.276.                                       |
|                 |                  | PETREIKIS, Tomas; DAPKIEVICZ, Jolanta. Lietuvos Didžiosios Kunigaikštystės lenkų kalba XVI a. antroje pusėje. Iš <i>XVI a. Lietuvos knygos</i>                                                                                                                                                                                                                   |

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|  | <p><i>lenkų kalba: kontrolinis sąrašas; mokslo studija; XVII-XVII a. taisymai ir papildymai</i>. Vilnius: Lietuvos nacionalinė Martyno Mažvydo biblioteka, 2020, p. 18–59.</p>                                                                                                                                                                                                                                           |
|  | <p>PETREIKIS, Tomas. Tarptautinių daugiakalbių lietuviškųjų periodinių leidinių leidyba (1904–1940). <i>Knygotyra</i>, 2019, t. 72, p. 233–254. Prieiga internetu: <a href="https://www.zurnalai.vu.lt/knygotyra/article/view/13130">https://www.zurnalai.vu.lt/knygotyra/article/view/13130</a>.</p>                                                                                                                    |
|  | <p>PETREIKIS, Tomas. Šiaulių leidėjų patirtys atgavus lietuvišką spaudą (1904–1915 metais). Iš <i>Spauda ir leidyba lietuvių tautos istorijoje: vardai, idėjos, darbai, įvykiai: mokslo straipsnių rinkinys</i>. Šiauliai, 2019, p. 37–74.</p>                                                                                                                                                                           |
|  | <p>PETREIKIS, Tomas. Professional Lithuanian serials: the history of the development of publishing and printing in 1823–1940. Iš <i>Lietuvos bibliografija. Serija B, Periodiniai leidiniai lietuvių kalba, 1823–1940 = Lithuanian Serials 1823–1940</i>. D. 1: Poligrafiniu būdu spausdinti leidiniai. K. 1: A–N. Vilnius: Lietuvos nacionalinė Martyno Mažvydo biblioteka, 2018, p. 48–83. ISBN 978-609-405-172-9.</p> |
|  | <p>PETREIKIS, Tomas. Aukštaitijos knygos kultūros tyrimų metmenys. Iš <i>Egodokumentika Aukštaitijos knygos kultūros kontekste</i>. Vilnius, 2018, p. 15–32. Prieiga internetu: <a href="http://www.zurnalai.vu.lt/bibliotheca-lituana/article/view/11764">http://www.zurnalai.vu.lt/bibliotheca-lituana/article/view/11764</a></p>                                                                                      |

Approved by the Doctoral Committee of the field of Communication and Information of the Social Sciences area on 19 December 2022, minutes of the meeting No. (7.17 E) 15600-KT-518

Chair of the Committee Prof. Dr. Aušra Navickienė