

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
<p>Course content</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>

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 prieškario 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. Skaitmeninės leidybos komunikacinė grandinė. *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.	<p>MISIŪNAS, Remigijus. Išeivijos periodikos leidėjų teisiniai ginčai XIX a. pabaigoje – 1904 m. = Legal disputes of emigrant periodical publishers from the end of the 19th century to 1904 // <i>Knygotyra</i>. Vilnius: Vilniaus universiteto leidykla. ISSN 0204-2061. eISSN 2345-0053. 2024, vol. 82, p. 88-114. DOI: 10.15388/Knygotyra.2024.82.4. S1</p> <p>MISIŪNAS, Remigijus. <i>Grinorių kultūros knygos: 1875-1904 m. išeivių leidyba</i>. Vilnius : Bonus Animus, 2022. 399 p. ISBN 9789955754787.</p> <p>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.</p>
Aušra Navickienė	Prof. Dr.	<p>NAVICKIENĖ, Aušra. Commemorating anniversaries of the life and work of Francysk Skaryna in Lithuania from the viewpoint of book studies and scholarly communication = Pranciškaus Skorinos gyvenimo ir veiklos sukakčių minėjimai Lietuvoje knygotyros ir mokslinės komunikacijos požiūriais // <i>Knygotyra</i>. Vilnius: Vilniaus universiteto leidykla. ISSN 0204-2061. eISSN 2345-0053. 2023, t. 80, p. 312–342. DOI: 10.15388/Knygotyra.2023.80.133</p> <p>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 leidykla. ISSN 0204-2061. eISSN 2345-0053. 2022, t. 78, p. 80–110. DOI: 10.15388/Knygotyra.2022.78.107.</p> <p>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</i></p>

		<p><i>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.</p>
		<p>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.</p>
Arūnas Gudiniavičius	Prof. Dr.	<p>PETREIKIS, Tomas; ŠUMINAS, Andrius; GRIGAS, Vincas; GUDINAVIČIUS, Arūnas. Lietuvos mokslo žurnalų leidybos kiekybiniai pokyčiai 2015–2022 m.: viešojo ir privataus sektorių prisitaikymas prie kintančių sąlygų = Quantitative changes in the publishing of Lithuanian scientific journals in 2015–2022: public and private sectors’ adaptation to the changing conditions // <i>Knygotyra</i>. Vilnius : Vilniaus universiteto leidykla. ISSN 0204-2061. eISSN 2345-0053. 2024, vol. 82, p. 206-242. DOI: 10.15388/Knygotyra.2024.82.8.</p> <p>MACEVIČIŪTĖ, Elena; MANŽUCH, Zinaida; GUDINAVIČIUS, Arūnas. The role of curiosity triggers and features in digital literacy training // <i>Library & information science research</i>. New York : Elsevier. ISSN 0740-8188. eISSN 1873-1848. 2023, vol. 45, iss. 4, art. no. 101268, p. [1–9]. DOI: 10.1016/j.lisr.2023.101268.</p> <p>GRIGAS, Vincas; GUDINAVIČIUS, Arūnas. Book publishing and print disabilities: the extent of book famine in Lithuania // <i>LOGOS: Journal of the World Publishing Community</i>. Leiden: Brill Academic Publishers. ISSN 0957-9656. eISSN 1878-4712. 2023, vol. 34, iss. 1, p. 61–70. DOI: 10.1163/18784712-03104059.</p> <p>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.</p>

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 // *Global knowledge, memory and communication*: Emerald Publishing Limited. ISSN 2514-9342. 2021, first on line, p. [1]. DOI: 10.1108/GKMC-08-2020-0118.

GUDINAVIČIUS, Arūnas; GRIGAS, Vincas. Causes and consequences of unauthorized use of books: readers, authors, and publishers' perspective // *Online information review*. Bingley: Emerald Group Publishing Ltd. ISSN 1468-4527. eISSN 1468-4535. 2021, first published online, p. [1–20]. DOI: 10.1108/OIR-03-2021-0133.

GRIGAS, Vincas; GUDINAVIČIUS, Arūnas; ČERNEVIČIŪTĖ, Emilija. Nelegaliai platinamų knygų naudojimas Lietuvoje = Use of illegally distributed books in Lithuania // *Informacijos mokslai*. Vilnius: Vilniaus universiteto leidykla. ISSN 1392-0561. eISSN 1392-1487. 2021, t. 91, p. 83–99. DOI: 10.15388/Im.2021.91.53.

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 // *Knygotyra*. 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 // *Knygotyra*. 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; ŠUMINAS, Andrius. Reading book covers // *The materiality of reading* / edited by Theresa Schilhab and Sue Walker. Aarhus: Aarhus

		<p>University Press, 2020. ISBN 9788771849585. p. 114–126.</p>
		<p>GUDINAVIČIUS, Arūnas. Changing taxpayers' beliefs with information that enables to make sense of taxes: the case of Lithuania // <i>Information research: vol. 25, no. 4: Proceedings of ISIC: the information behaviour conference, Pretoria, South Africa, 28th September to 1st October, 2020</i>. Sheffield: University of Sheffield. eISSN 1368-1613. 2020, vol. 25, no. 4, [1–23]. DOI: /10.47989/irisic2019.</p>
		<p>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.</p>
<p>Tomas Petreikis</p>	<p>Doc. Dr.</p>	<p>PETREIKIS, Tomas; ŠUMINAS, Andrius; GRIGAS, Vincas; GUDINAVIČIUS, Arūnas. Lietuvos mokslo žurnalų leidybos kiekybiniai pokyčiai 2015–2022 m.: viešojo ir privataus sektorių prisitaikymas prie kintančių sąlygų = Quantitative changes in the publishing of Lithuanian scientific journals in 2015–2022: public and private sectors' adaptation to the changing conditions // <i>Knygotyra</i>. Vilnius : Vilniaus universiteto leidykla. ISSN 0204-2061. eISSN 2345-0053. 2024, vol. 82, p. 206-242. DOI: 10.15388/Knygotyra.2024.82.8.</p> <p>PETREIKIS, Tomas. Lietuviškos spaudos gyvenimo veidrodis 1905–1917 metais // <i>Tarp knygų</i>. Vilnius : Lietuvos nacionalinė Martyno Mažvydo biblioteka. ISSN 0868-8826. 2024, Nr. 2 (781), p. 11-12. Prieiga per internetą: https://www.lnb.lt/naujienos/11259-zurnalo-tarp-knygu-2024-m-2-asis-numeris-apie-ka-jis.</p> <p>PETREIKIS, Tomas; TOLKAČEVSKI, Kšištof. Knygotyros 80 tomų: iškilmingas minėjimas Vilniaus universiteto bibliotekoje // <i>Knygotyra</i>. Vilnius : Vilniaus universiteto leidykla. ISSN 0204-2061. eISSN 2345-0053. 2024, vol. 82, p. 258-271. DOI: 10.15388/Knygotyra.2024.82.12.</p>

PETREIKIS, Tomas. Anonimiškumas, piratavimas ir kontrafakcija Lietuvos Didžiosios Kunigaikštystės XVI a. antrosios pusės spaudiniuose lenkų kalba = Anonymity, piracy and counterfeiting in the Polish language publications in the Grand Duchy of Lithuania in the 2nd half of the 16th century // *Knygotyra*. Vilnius: Vilniaus universiteto leidykla. ISSN 0204-2061. eISSN 2345-0053. 2023, t. 80, p. 197–227. DOI: 10.15388/Knygotyra.2023.80.129.

NAVICKIENĖ, Aušra; BRAZIŪNIENĖ, Alma; CICĖNIENĖ, Rima; KAUNAS, Domas; MISIŪNAS, Remigijus; PETREIKIS, Tomas. History of publishing in Lithuania // *Oxford research encyclopedia of literature*. 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 *XVI a. Lietuvos knygos lenkų kalba: kontrolinis sąrašas; mokslo studija; XVII-XVIII a. taisymai ir papildymai*. Vilnius: Lietuvos nacionalinė Martyno Mažvydo biblioteka, 2020, p. 18–59.

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Chair of the Committee Prof. Dr. Aušra Navickienė