

## 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><b>Course content</b></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

Baverstock, A. (2003). *Leidybos marketingas* (E. Macevičiūtė, vert.). UAB „Poligrafija ir informatika“.

Calasso, R. (2024). *Leidėjo menas*. Leidykla „Lapas“.

Caves, R. (2002). *Creative industries: Contracts between art and commerce*. Harvard University Press.

Culea, M. (2012). Book branding and promoting authorial identity: A comparative approach. *Knygotyra*, 59, 93–112. <http://www.zurnalai.vu.lt/knygotyra/article/view/1109/577>

Černevičiūtė, J., ir kt. (2015). *Kūrybinių industrijų plėtojimo kompleksiniai veiksniai: Kolektyvinio kūrybingumo ugdymas*. UAB „Baltijos kopija“

Howkins, J. (2010). *Kūrybos ekonomika*. VGTU leidykla Technika

Klamet, A. (2020). Leidyba didesnių kaimynų šešėlyje: Mažų leidyklų skaitmenizacijos galimybės ir iššūkiai Austrijoje ir Škotijoje. *Knygotyra*, 75, 38–65. <https://doi.org/10.15388/Knygotyra.2020.75.59>

Kovač, M. (2014). Globalioji anglų kalba ir leidybos tendencijos XX ir XXI amžių sandūroje. *Knygotyra*, 62, 7–17. <http://www.zurnalai.vu.lt/knygotyra/article/view/3612/2624>

Kovač, M. (2008). *Never mind the Web: Here comes the book*. Chandos Publishing.

Misiūnas, R. (2014). Leidyba prieškario ir šiandienos Lietuvoje: Patirties lyginamoji analizė. *Knygotyra*, 62, 273–289. <http://www.zurnalai.vu.lt/knygotyra/article/view/3599/2611>

Misiūnas, R. (2018). Mažos ir vidutinės knygų leidyklos šiuolaikinėje Lietuvos knygų leidybos struktūroje. *Knygotyra*, 71, 7–30.

Murray, P. R., & Squires, C. (2014). Skaitmeninės leidybos komunikacinė grandinė. *Knygotyra*, 62, 18–46. <https://www.zurnalai.vu.lt/knygotyra/article/view/3611/2623>

Phillips, A., & Bhaskar, M. (Red.). (2019). *The Oxford handbook of publishing*. Oxford University Press.

Tomaševič, N., & Lebeda, I. L. (2014). Leidybos vaidmuo kultūros ir kūrybos industrijoje. *Knygotyra*, 62, 47–59. <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	Misiūnas, R. (2024). Išeivijos periodikos leidėjų teisminiai ginčai XIX a. pabaigoje – 1904 m. <i>Knygotyra</i> , 82, 88–114. <a href="https://doi.org/10.15388/Knygotyra.2024.82.4">https://doi.org/10.15388/Knygotyra.2024.82.4</a>
		Misiūnas, R. (2022). <i>Grinorių kultūros knygos: 1875-1904 m. išeivių leidyba</i> . Vilnius: Bonus Animus.
		Navickienė, A., Braziūnienė, A., Cicėnienė, R., Kaunas, D., Misiūnas, R., & Petreikis, T. (2021, January 22). History of Publishing in Lithuania. <i>Oxford Research Encyclopedia of Literature</i> . Retrieved 2 Jan. 2026, from <a href="https://oxfordre.com/literature/view/10.1093/acrefore/9780190201098.001.0001/acrefore-9780190201098-e-276">https://oxfordre.com/literature/view/10.1093/acrefore/9780190201098.001.0001/acrefore-9780190201098-e-276</a> .
Aušra Navickienė	Prof. Dr	Bliūdžiuvienė, N., & Navickienė, A. (2024). Pastarojo dešimtmečio Knygotyra: tradicijos ir modernumas. <i>Knygotyra</i> , 83, 151–182. <a href="https://doi.org/10.15388/Knygotyra.2024.83.6">https://doi.org/10.15388/Knygotyra.2024.83.6</a>
		Navickienė, A., Kepalienė, F. (2023). Vilniaus universiteto profesorės Audronės Glosienės (1958-2009) knygotyris palikimas. <i>Knygotyra</i> , 81, 203–233. <a href="https://doi.org/10.10.15388/Knygotyra.2023.81.8">https://doi.org/10.10.15388/Knygotyra.2023.81.8</a>
		Navickienė, A. (2023). Pranciškaus Skorinos gyvenimo ir veiklos sukakčių minėjimai Lietuvoje knygotyros ir mokslinės komunikacijos požiūriais. <i>Knygotyra</i> , 80, 312–342. <a href="https://doi.org/10.15388/Knygotyra.2023.80.133">https://doi.org/10.15388/Knygotyra.2023.80.133</a>
		Navickienė, A. (2022). Kaip Christopho von Schmidto lietuviškasis Genovefos vertimas tapo devynioliktojo amžiaus bestseleriu? <i>Knygotyra</i> ,

		78, 80–110. <a href="https://doi.org/10.15388/Knygotyra.2022.78.107">https://doi.org/10.15388/Knygotyra.2022.78.107</a> .
		Navickienė, A. (2021). 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> . 65, 79–95. <a href="https://doi.org/10.19195/0080-3626.65.5">https://doi.org/10.19195/0080-3626.65.5</a> .
		Navickienė, A., Braziūnienė, A., Cicėnienė, R., Kaunas, D., Misiūnas, R., & Petreikis, T. (2021, January 22). History of Publishing in Lithuania. <i>Oxford Research Encyclopedia of Literature</i> . Retrieved 2 Jan. 2026, from <a href="https://oxfordre.com/literature/view/10.1093/acrefore/9780190201098.001.0001/acrefore-9780190201098-e-276">https://oxfordre.com/literature/view/10.1093/acrefore/9780190201098.001.0001/acrefore-9780190201098-e-276</a> .
Arūnas Gudiniavičius	Prof. Dr	Grigas, V., Gudiniavičius, A. (2025). The Future of e-Book Copyright Control: On Finding a Technological Balance Between Authorized Use of e-Books, Reader's Experience, and Privacy. <i>Pub Res Q</i> 41, 390–404. <a href="https://doi.org/10.1007/s12109-025-10048-2">https://doi.org/10.1007/s12109-025-10048-2</a>
		Petreikis, T., Grigas, V., Gudiniavičius, A. (2024). <i>Lietuvos mokslo periodikos leidyba: nuo spausdintų žurnalų iki skaitmeninių ekosistemų</i> . Vilniaus universiteto leidykla.
		Grigas, V. ir Gudiniavičius, A. (2024). Knygų piratavimas: kas tai – neteisėta veikla ar sumanus medijų panaudojimas? Iš R. Marcinkevičienė & J. Vaičenonienė (Sud.), <i>Artimas tolimes medijų pasaulis: Virsmas, ribos ir būdai tai suprasti: Kolektyvinė monografija</i> (p. 189–202). Vytauto Didžiojo universiteto leidykla.
		Petreikis, T., Šuminas, A., Grigas, V., & Gudiniavičius, A. (2024). Lietuvos mokslo žurnalų leidybos kiekybiniai pokyčiai 2015–2022 m.: viešojo ir privataus sektorių prisitaikymas prie kintančių sąlygų. <i>Knygotyra</i> , 82, 206–242. <a href="https://doi.org/10.15388/Knygotyra.2024.82.8">https://doi.org/10.15388/Knygotyra.2024.82.8</a>
		Macevičiūtė, E., Manžuch, Z., Gudiniavičius, A. (2023). The role of curiosity triggers and

		<p>features in digital literacy training. <i>Library &amp; information science research</i>, 45(4), 101268, p. 1–9. <a href="https://doi.org/10.1016/j.lisr.2023.101268">https://doi.org/10.1016/j.lisr.2023.101268</a></p> <p>Grigas, V., &amp; Gudiniavičius, A. (2023). Book Publishing and Print Disabilities: The extent of book famine in Lithuania. <i>Logos</i>, 34(1), 61–70. <a href="https://doi.org/10.1163/18784712-03104059">https://doi.org/10.1163/18784712-03104059</a></p> <p>Gudiniavičius, A., Grigas, V. (2022). Two Decades of E-Book Publishing in a Small Language Market: Publishers Lag Behind Pirates. <i>Pub Res Q</i>, 38(3), 490–502. <a href="https://doi.org/10.1007/s12109-022-09894-1">https://doi.org/10.1007/s12109-022-09894-1</a></p> <p>Grigas, V., Gudiniavičius, A. (2022). Stakeholders' perceptions of book piracy's benefits to society in Lithuania. <i>Global knowledge, memory and communication</i>, 71 (6–7), 605–618. <a href="https://doi.org/10.1108/GKMC-08-2020-0118">https://doi.org/10.1108/GKMC-08-2020-0118</a></p> <p>Gudiniavičius, A., Grigas, V. (2022). Causes and consequences of unauthorized use of books: readers, authors, and publishers' perspective. <i>Online information review</i>, 46 (5), 886–903. <a href="https://doi.org/10.1108/OIR-03-2021-0133">https://doi.org/10.1108/OIR-03-2021-0133</a></p> <p>Grigas, V., Gudiniavičius, A., &amp; Černevičiūtė, E. (2021). Nelegaliai platinamų knygų naudojimas Lietuvoje. <i>Information &amp; Media</i>, 91, 83–99. <a href="https://doi.org/10.15388/Im.2021.91.53">https://doi.org/10.15388/Im.2021.91.53</a></p>
Tomas Petreikis	Assoc. Prof. Dr	<p>Petreikis, T., Grigas, V., Gudiniavičius, A. (2024). <i>Lietuvos mokslo periodikos leidyba: nuo spausdintų žurnalų iki skaitmeninių ekosistemų</i>. Vilniaus universiteto leidykla.</p> <p>Petreikis, T., Šuminas, A., Grigas, V., Gudiniavičius, A. (2024). Lietuvos mokslo žurnalų leidybos kiekybiniai pokyčiai 2015–2022 m.: viešojo ir privataus sektorių prisitaikymas prie kintančių sąlygų. <i>Knygotyra</i>, 82, 206–242. <a href="https://doi.org/10.15388/Knygotyra.2024.82.8">https://doi.org/10.15388/Knygotyra.2024.82.8</a></p> <p>Gudiniavičius, A., Grigas, V., Šuminas, A., Petreikis, T. (2023). Scholarly journal publishers in a small-language country: the case of</p>

		Lithuania. <i>Publishing research quarterly</i> , 39(4), 324–336. <a href="https://doi.org/10.1007/s12109-023-09968-8">https://doi.org/ 10.1007/s12109-023-09968-8</a>
		Grigas, V., Gudiničius, A., Petreikis, T., Šuminas, A. (2023). Profesionalios mokslinių žurnalų leidybos programinės įrangos naudojimo Lietuvoje žvalgomasis tyrimas. <i>Information &amp; Media</i> , 96, 179–201. <a href="https://doi.org/10.15388/Im.2023.96.73">https://doi.org/10.15388/Im.2023.96.73</a>
		Navickienė, A., Braziūnienė, A., Cicėnienė, R., Kaunas, D., Misiūnas, R., & Petreikis, T. (2021, January 22). History of Publishing in Lithuania. <i>Oxford Research Encyclopedia of Literature</i> . Retrieved 2 Jan. 2026, from <a href="https://oxfordre.com/literature/view/10.1093/acrefore/9780190201098.001.0001/acrefore-9780190201098-e-276">https://oxfordre.com/literature/view/10.1093/acrefore/9780190201098.001.0001/acrefore-9780190201098-e-276</a> .

Approved by the Doctoral Committee of the field of Communication and Information of the Social Sciences area on 15 December 2025, minutes of the meeting No. (7.17 E) 15600-KT-667

Chair of the Committee Prof. Dr Aušra Navickienė