

**Technological Innovation, Ethical Issues and Organizational Performance of Book
Publishing Firms in Ibadan, Oyo State.**

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**Thesis presented in the Department of Mass Communication, Faculty of Communication
and Information Sciences, Lead City University, Ibadan, Oyo State.**

**In partial fulfillment of the Requirements for the Award of PhD Degree in Mass
Communication**

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Certification

This is to certify that **Adekola Yaqub Adeyemi** with matriculation number **LCU/PG/000972** carried out this research work titled “**Technological Innovation, Ethical Issues and Organizational Performance of Book Publishing Firms in Ibadan, Oyo State.**” in the Department of Mass Communication & Media Technology, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, For the Award of PhD Degree in Mass Communication that this has not been previously submitted.

Prof. Lambert Ihebuzor
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Date

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(Head of Department)

Date

Dedication

I wish to dedicate this study to the Almighty God.

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Acknowledgement

The completion of this Doctoral Thesis has been made possible by the assistance of many institutions and individuals that no adequate expression of appreciation can be made here.

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Abstract

The unprecedented scarcity of resources among book publishing firms in the current global economic distress calls for organizations to perform optimally. However, research revealed that organizational performance (OP) of book publishing firms is on the decline; they retrench or convert status of significant numbers of staff, close some branches or wind up. This adversely affected the book publishing sector while aggravating the illiteracy challenges. Hence, study investigated the influence of technological innovation and ethical issues on OP of book publishing firms in Ibadan. Balance scorecard theory provided the framework, the study adopted descriptive survey design. Population consisted of 204 management staff of the 51 registered book publishing firms with total enumeration sampling technique. A validated questionnaire was used for data collection (0.76 – 0.89). A response rate of 77% was achieved. Data collected were analyzed using descriptive and inferential statistics (PPMC and Multiple hierarchical regression analyses). Findings revealed that there was a significant combined influence of technological innovation and ethical issues on OP ($\text{Adj.R}^2 = .676$, $F_{(4, 153)} = 74.716$, $P < 0.01$). OP positively correlated with technological innovation ($r = .803$, $p < 0.01$), authorship ($r = .666$, $p < 0.01$), duplicate publication ($r = -.163$, $p < 0.05$), and plagiarism ($r = -.572$, $p < 0.01$). Technological innovation was found to be the strongest predictor of OP ($\beta = .689$, $t = 52.954$, $P < 0.01$), followed by authorship ($\beta = .373$, $t = 24.687$, $P < 0.01$), followed by plagiarism ($\beta = .265$, $t = 18.217$, $P < 0.05$), duplicate publication ($\beta = .145$, $t = 10.826$, $P < 0.01$). In addition, OP with respect to financial perspective was low ($M = 4.86$), customer and internal perspective was low ($M = 4.91$), learning and growth perspective was also low ($M = 4.82$) all on a scale of 6. The study concluded that technological innovation and ethical issues were factors that influence OP in the book publishing firms. It was recommended that book publishing firms should adopt product and process technological innovations.

Key words: Ethical Issues, Organizational Performance, Publishing Firms, Technological Innovation,

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Abbreviations

CELA	- Connecting Emerging Literary Artists
NPA	- Nigerian Publishers Association
ICT	- Information and Computer Technology
CIMs	- Cyclic Innovation Models
IS	- Innovation System
IT	- Information Technology
RROs	- Reproduction Rights Organizations
VAT	- Value Added Tax
BSC	- Balance Score Card
RBV	- Resource Based View
TIEIOP	- Technological Innovation, Ethical Issues and Organizational Performance
OPS	- Organizational Performance Scale
PPPMC	- Partial Pearsons Product Moment Correlation
SPSS	- Statistical Product for Service Solutions

Chapter One

Introduction

1.1 Background to the Study

Performance of firms has generated controversy among scholars over time owing to its sensitivity and that has made organizational performance one of the major constructs in research. Researchers' thoughts vary in terms of defining organizational performance. Most of the researchers used the term performance to state the collection of measurement of input and output efficiency and transactional efficiency¹. Organizational performance is a very wide concept that encompasses different dimensions of management, operational and competitive excellence of an organization and its activities. Organizational performance is comprised of the actual output or results of an organization as measured against its intended outputs (goals and objectives)². In addition to financial performance, there are some non-financial performance indicators that have been noted in past studies to improve understanding of organization performance, such as market performance and customer satisfaction³.

Since organizations play a basic and crucial role in the day-to-day lives of people, the conceptual consensus among scholars is that performance of book publishing firms could be understood from two perspectives – financial and non-financial indices. Elements of financial indices include the following: profit sharing, market share, return on sales and growth rate. On the other hand, it is believed that these financial indices alone will not determine the true performance level of a book publishing firm considering the fact that there could be distortions of figures and facts, and that there is every tendency that organizational heads may want to present impressive and enticing figures to customers or clients so as to gain more patronage from them. It is also believed that

non-financial indices will go a long way in truly determining the performance level of an organization. Some of these non-financial components are: innovation, teamwork, employee satisfaction, effective service delivery, and perceived profitability¹. The Balance Score Card (BSC) theory was propounded to measure organizational performance⁴. This theory gave four perspectives to investigate performance level of firms, with book publishing firms as a major sector and they are: Financial, Customer, Internal and Learning and Growth perspectives. This study shall adopt these measures as it has been found to encompass all the effective indicators of organizational performance of book publishing firms.

The financial perspective involves the brand or reputation of the book publishing firm to shareholders to enhance trust and encourage more business investment⁴. Measures are return on capital, improved shareholder value and asset utilization. In most cases, financial result serves as an evidence to show that an organization is maximizing profit and getting higher return on capital. Profitability is perceived as one fundamental way in which financial performance of a book publishing firm could be determined⁵. Perceived profitability will be used to determine the financial performance level of book publishing firms in this study. This is because employees may not be able to have access to financial statement or year end result of their book publishing firms, but they could perceive how profitable their organization is especially in terms of being able to meet up to the financial demands their company is expected to remit to various regulatory bodies managing the affairs of stockbrokerage in Nigeria. Also, how their company is able to generate funds internally is another way they can perceive how profitable their book publishing firm is. The customer perspective implies the brand or reputation of the book publishing firm to customers which may enhance trust and encourage more patronage to be productive. Customer perspective

can be measured with product/service qualities, customer relations, image and repute. The internal perspective refers to the internal business processes. This indicates the business processes that must be excellent to ensure shareholders' and customers' satisfaction; measures are products and services, effective delivery of products and services and the after-sales services of the book publishing firm. The organizational learning and growth are to explore the book publishing firm's ability to change and improve on past errors to achieve set goals. Measures are employee capabilities, information system capabilities, motivation, empowerment and alignment. The relevance of the BSC theory to book publishing firms under study cannot be underestimated, as the publishing sector has made history across the world.

Book publishing is a process that involves the acquisition of a manuscript, its editing, designing of the book's final appearance, the actual manufacture into book form, the distribution of the book to booksellers and the book's ultimate purchase by readers⁴. It concerns the manufacturing, publication and distribution of books. As stated in Johann Gutenberg's first published book, in Mainz, Germany, *The Bible*, which was sold in Paris in the 1450s. Even though, he tried to hide the secret of his printing techniques, it leaked to Italy and Venice when he printed *The Psalter* in 1457⁵. Book publishing then spread to France and Switzerland and William Caxton, who had learnt publishing in Cologne, returned to England to translate books that had been handwritten in Latin to English and produced about 100 different books, including the first popular edition of Chaucer's *The Canterbury Tales* in 1477. Book publishing sprang into lively existence in Europe in the middle of the 15th century but the author, printer and the publisher of a book were sometimes all the same person. However, the differentiation author, printer, publisher and bookseller appeared

early as patrons of literature had books printed for distribution and booksellers had their printing done by others to meet the growing demand.

In Africa, book existence is relatively short; Africa is basically a oral rather than a literate society although there is evidence that Ethiopia produced written works in its own language that predate the earliest literature to come out of Western Europe ⁵. It was also reported by the same source that Timbuktu, during medieval times, also had a lively intellectual and writing society. Similarly, the Swahili narrative poetry dates back to the early 18th century. In spite of all these, book publishing is still a fairly recent phenomenon in Nigeria. Oxford University Press (now University Press Plc) was the first publishing house to establish a West African branch in Ibadan in 1948, Longman Green and Company came to Nigeria in 1961, Heinemann in 1962; Macmillan in 1965; Evans in 1966. According to the 2018 report of the European Publishers Federation, the publishing sector is of the largest culture, with industries in Europe which is of a total market value of about 38 billion Euros. The business is estimated to employ more than five hundred thousand people including authors, booksellers, printers, designers etc., and with about 500,000 books published annually. The publishing business in this part of the world is facing major challenges of not being accessible to Europeans due to reasons of linguistic and geographical fragmentation of the markets because about 80 – 90% of the books are written in English and there is the need to translate them to other languages. The book sector in Europe has also suffered from a slow adaptation to the digital shift arising from the various technical innovations. The European Union however, is supporting the sector through funding, dialogue and regulations. Such support includes start of the programme known as Creative Europe which was passed on 19 November, 2013 by the European

parliament and adopted by the European Council in December of the same year. The 1.46 billion Euro project was designed to support the creative sector for the years 2014 – 2020.

There are other interventions like Connecting Emerging Literary Artists (CELA), to train and connect 30 emerging authors, 80 emerging translators and 6 emerging literary professionals. This offers bigger opportunity to small languages and to drive change. There is also the European Comics, a paired European digital venture run by 13 European Comics publishers from 8 European countries. There is Versopolis platform which came into existence in 2017 and has organized 23 poetry and literary festivals in Europe and have promoted more than 200 poets from 32 different European languages with over 1800 of their poems published on the website. READON is also a Programme meant to support the sector. It means reading for enjoyment, achievement and development of young people and its aim is to increase the awareness of young people and attract their attention to reading. With these and many more intervention programmes, the business of publishing is gaining momentum in Europe and this gives hope for a better future. The publishing sector in Africa, especially Nigeria, seems not lucky enough to enjoy such largesse from the leaders.

The organizational performance of the book publishing firms in Nigeria is perceived to be on the decline. Information on the Nigerian book publishing firm website revealed that two major book publishers in the country, Academy Press Plc and University Press Plc, have reported a total loss of 194.3m for the first quarter of the year, compared to N319.6m loss in the same quarter of 2019⁶. The financial statements of both companies listed on the Nigerian Stock Exchange showed that they suffered a significant decline in revenue partly as a result of the COVID-19 inspired lockdown that saw scholarly activities take a pause for over three months. The University Press, Nigeria's

largest indigenous book publisher, witnessed a revenue decline of 66 percent from N95.9m in Q1 2019 to N32m in Q1 2020. Similarly, Academy Press Plc. recorded a revenue decline of 60.5 percent from N423.4m in Q1 2019 to N167.1m in Q1 2020. Revenues of both book publishing firms are derived from sales of printed books in and outside Nigeria and amount receivable for printing jobs done. The University Press, in its audited financial statement of the year ended March 31, 2020, declared that “the disruption of economic activities in Nigeria due to spread of COVID-19 pandemic and sharp drop in the price of crude oil compounded the country’s economic woes”⁶.

Book publishing firms in Ibadan, which is home to the first generation of book publishing firms in Nigeria, are not left out in the performance decline observed in the industry. A preliminary observation of the players in the industry revealed that some of the book publishing firms are either closing shop or are performing at sub-optimal level, when compared to the vibrancy witnessed in the early sixties up till the 1990s. Some of the causes for the decline in the performance of these book publishing firms are traceable to the downturn of the nation’s economy, which impacts the purchasing power of most Nigerians, poor reading culture of Nigerians, inability of the book publishing firms to adapt with emerging trends and technological innovations, inability to manage ethical issues and enforce total compliance with ethical principles, among others.

Over the years, the emerging technological innovations have created a major setback for some book publishing firms that do not possess innovative abilities to adapt to the new trends. This might be a factor of the cost of such equipment and ability to make use of such modern machines, which requires re-skilling. On the role played by local Nigerian Publishers towards the acquisition and adoption of digital resources in university libraries, it has been revealed that local Nigerian publishers have not performed the expected role of change agents with regard to the adoption of

digital library innovations in Nigerian Libraries⁷. The research recommended that a study be conducted to examine the factors affecting the adoption of publishing innovations in Nigeria. It is, therefore, necessary to examine the technological innovations; innovation process and products as it affects the book publishing firms in Nigeria with particular reference to Ibadan, Oyo State.

Technological, managerial, market and process innovation are all forms of innovations identified to enhance the performance level of an organization. The introduction of all forms of innovation will contribute to an organization's performance level⁵. Also, the welcoming and application of innovative ideas by the management of an organization from its employees have been argued by scholars to serve as a platform for enhancing organizational performance¹. Innovation refers to the implementation of new idea leading to new processes, new products or services in the organization. There are divergent technological innovations, but the most recent and more commonly spoken of are process and product innovation as can be inferred from the definition of innovation. Technological innovation is defined as the desirable practices acquired from efficient technologies⁸. Desirable practices will support the technological functions in the delivery of services of high quality and sustain superior performance. Technological innovation has two indicators which are process innovation and product innovation, as adapted from New Product Development Theory where organization, product and process innovation were used to measure innovation. Both products and process innovations are found relevant to the book publishing firms⁹.

The process innovation is a type of innovation which has received minor attention in the literature but has become very important in current years¹⁰. A process innovation is the adoption of new or considerably better production methods, having methods of final product delivery¹¹. Process

innovation ranges from incremental changes to more radical change. Process innovation brings important amendments in equipment, techniques or software. There is a big difference between process innovations and product innovations, which is; new or improved product technologies that the organization sells for the satisfaction of customers or its clients. Product innovation is defined as the new product which is totally diverse from the old product and there is an idea that phrase of product innovation goes hand in hand with phrase of newness¹¹. Book publishing firms in the developed countries have taken advantage of both process and product innovations to achieve organizational performance. Nigerian book publishing firms appear to still be lagging behind in technological innovations adoption. For example, most book publishing firms still rely on the old method of printing, using outdated, analog and obsolete technology¹¹.

Another inherent source of decline in the organizational performance of book publishing firms considered in this study is the ethical issues, which is now of utmost concern to all stakeholders in the publishing industry. When organizations ethically carry out their daily business, there is tendency that they will perform optimally¹². Ethical issues are concerned with matters relating to compliance with principles guiding ethical conducts in the book publishing firms. Ethical conduct is about members of specific organization/industry demonstrating obedience for key moral principles established to guide conduct of activities within the profession. Codes of ethics are being increasingly adopted in organizations worldwide, yet their effects on employee perceptions and behavior have not been thoroughly addressed¹³. Several studies have been carried out in the organization context to examine the level of compliance of employees to their organization's code of conduct especially in the book publishing firms¹⁴. Prominent ethical issues of book publishing

firms include etiquette, fraudulent publication, plagiarism, duplicate publication and authorship¹⁵.

The indicators adopted for this study are authorship issue, duplicate publication and plagiarism.

Authorship confers credit for the work that has been carried out to result into a publication. This has many important academic, social, and financial implications. It is implicit that authorship entails responsibility and accountability for the published work. As advised by COPE, an author should have contributed to the manuscript in, at least, one or more of the following ways: Significant contributions to conception and/or design of the work, acquisition, analysis, and/or interpretation of data generated/collected during the work, drafting/editing the work or revising it critically and thus contributing important intellectual content. When a book, research article or other category of research output is authored by one person, it is implicit that all the research work related to that publication was essentially carried out by that person, and he/she bears all responsibilities. In multi-authored publications, however, it becomes necessary to clearly identify contributions of each author so that their responsibilities can be defined. In such publications, all the authors, however, have the following collective responsibilities; To be accountable for all aspects of the work to ensure that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved; final approval of the version to be published; each author should be able to identify which co-authors are responsible for which specific part of the work.

The unpredictable nature of the economic climate under which Nigerian publishers operate often led to the shelving of publishing projects at various stages, causing the loss of fund already invested. An unstable and unpredictable economic system that depreciates available capital and income could cause the disruption of the publishing chain, leading to unnecessary waste of

investment when projects are dropped or suspended. In addition, the capital-intensive nature of publishing makes it difficult to estimate, at the outset, exactly how much would be needed to execute a publishing project in an unstable economy. The publishing venture entails investment in manuscript development, various production processes and distribution over the usually long period (2-3 years) it takes to put a book in the market. The inability to produce already developed projects at advanced stages of production dampens the enthusiasm with which manuscripts are generated and leads to limiting of the manuscript development processes of planning, writing, assessment, consultation of experts, evaluation, testing, etc. to the implication for the quality and adequacy of book content. Also, many delayed-projects to which publishers have committed themselves by contracts are bound to engender caution in the development of new manuscripts, as some disappointed authors do take legal actions against publishers' "raw materials", constraints to the development of authorship and to the sourcing of future "raw materials" input. In addition, the lack of fund and know-how for effective production and promotion of non-educational books restricts the development of this area whose expansion, unlike educational books, is not bound by curriculums or levels. Much of publishers' time and investments are spent on educational publications through the production of new editions in response to curricular changes. Therefore, the publisher is somewhat restricted to fewer and fewer authors, most of whom are needed to revise/update books in the backlist.

Duplicate or redundant publication occurs when there is an overlap, without acknowledging it, between two papers in terms of their hypotheses, data, arguments or results. This could include an overlap with other authors, their results or their samples. The most important cases involve lack of acknowledging the sources. The following are example cases of republishing: publishing data

which has been published before, reusing tables and figures in later publications, publishing larger papers using previous smaller papers, publishing the same data in two papers (one with a clinical focus and one with a theoretical focus), and publishing the same paper under two names, one being the real author in his or her own country and the other being a foreign author. Duplicate publication is, nevertheless, deceptive and involves three problems: it is unethical, it wastes resources and it has adverse impacts upon future clinical and research decisions. Editors and readers of a published report want to make sure that they are dealing with new and important data, and may wrongly be persuaded to think so, while this is not the case. Duplicate or redundant publication misleads the readers and reduces the credibility of the journal as well as its ability to attract good papers. Duplicate publication makes for wasting resources by wasting the time which should be allocated to other papers¹⁶. One of the biggest threats to intellectual property in Nigeria is the phenomenon of photocopying. Photocopying, the reprographic reproduction of printed matters, has become so widespread that in several institutions of higher learning and establishments, photocopied materials have practically replaced printed texts and instructional materials that are protected under Nigeria copyright laws.

Plagiarism is, no doubt an instance of misconduct. Stealing part of text and rephrasing it is a severe problem in the humanities and literature where innovation in phrasing and eloquence are essential. But in the realm of science, it is the scientific content itself, not its eloquence, that matter¹⁷. Plagiarism is an issue of great concern amongst the publishers and academicians. Plagiarism is a moral, ethical, and legal issue. Plagiarism has been around for centuries, but the Internet and the subsequent proliferation of information have made the problem more serious. Plagiarism is taking someone else's work and passing it off as one's own. Many people think of plagiarism as copying

another's work, or borrowing someone else's original ideas but terms like "copying" and "borrowing" can disguise the seriousness of the offense. Plagiarism includes copying words or ideas from someone else without giving credit; failing to put a quotation in quotation marks; giving incorrect information about the source of a quotation; changing words but copying the sentence structure of a source without giving credit. The types of Plagiarism can be categorized as follows: The Ghost Writer, The Photocopy, The Potluck Paper, The Self-Stealer, The Labor of Laziness. Others include; Copy and Paste Plagiarism, Word Switch Plagiarism, Reasoning Style/Organization Plagiarism. Plagiarism is hundreds of years old but due to the progress in information technology, it has acquired new and different methods compared to the past.

Consequently, despite the introduction of newer technology in the Nigeria scene, production standards did not improve appreciably. Production standards are determined largely by the level of technology, the quality of available skills, in addition to the availability of the right materials. There are indications that these resources are not available at an appreciable level and that some areas of the country are more disadvantaged than others. Generally, publishers rate their production standards as "falling", 12.8% as "rising" and 6.4% as "same" (or no changes). Furthermore, the high cost of distribution is a problem in publishing. Owing to the high cost of distribution, inefficient postal system and lack of cooperation between publishers, small publishers are simply restricted to their immediate environment. If publishers are able to sell large volumes of each title at reasonable distribution cost, productivity will improve and unit prices can be reduced. As long as publishers are unable to produce and distribute books cheaply at reduced prices, book scarcity will continue to be a problem. Similarly, plagiarism will continue to be an albatross plaguing the industry.

In view of the background discussed, this study seeks to examine the influence of technological innovation and ethical issues on organizational performance of book publishing firms in Ibadan, Oyo State.

1.2 Statement of the Problem

An organization's performance is centered on the kind of activities that it carries out in fulfillment of its mission. Book publishing firms have the responsibility of book productions, marketing, sales and promotion of their products. Staff such as the Managing Director who directly manages the affairs of the book publishing firm, Marketing/Sales Manager who markets the products, Finance Manager who keeps accounts and the Administrative Manager who is in charge of the smooth running of administrative activities are involved in the overall management of book publishing firms. Book publishing firms that are performing optimally are expected to be at par with their counterparts outside the shores of Nigeria in the area of quality of books produced, attractive offers to authors and guaranteed market share for products. However, preliminary investigation and close observation revealed that there is a decline in the organizational performance of book publishing firms in Nigeria and in Ibadan specifically. As a result, book publishing firms retrench significant number of staff; convert the status of some staff to part-time, close some of their branches and some eventually wind up in the past decade. This has adversely affected the book publishing sector and national development and it was perceived to have resulted from lack of technological innovation and ethical issues among book publishing firms.

Majority of the book publishing firms in Ibadan still make use of analog and outdated press instead of digitized press used by their counterparts abroad. The printing processes have been modified in the publishing processes but unfortunately, book publishing firms in Nigeria are yet to adopt this

process innovation. Some authors now prefer to print or publish their works outside the shores of Nigeria due to the availability of modern technology and strict compliance with ethical issues, which are absent in the country. The sharp practice of some book publishing firms, which has been confirmed unethical by past researchers and the Nigerian Publishers Association (NPA) still remains a major practice by the staff of the book publishing firms and publishing industry at large. Furthermore, despite the fact that several studies have been conducted to examine organizational performance of companies, there are very few studies examining organizational performance of book publishing firms and how technological innovations and ethical issues may be affecting them^{2,3,4,5}. Thus, this study seeks to examine the influence of technological innovation and ethical issues on organizational performance of book publishing firms in Ibadan, Oyo State.

1.3 Aim and Objectives of the Study

The aim of the study is to examine the influence of technological innovation and ethical issues on organizational performance of book publishing firms in Ibadan, Oyo State. The specific objectives are to:

1. examine the level of organizational performance of book publishing firms in Ibadan, Oyo State
2. identify the technological innovation adopted by book publishing firms in Ibadan, Oyo State
3. identify prevailing ethical issues in the book publishing firms in Ibadan, Oyo State
4. investigate the combine influence of technological innovation and ethical issues (authorship, duplicate publication and plagiarism) on organizational performance of publishing firms in Ibadan, Oyo State

5. examine the relative influence of technological innovation and ethical issues (authorship, duplicate publication and plagiarism) on organizational performance of book publishing firms in Ibadan, Oyo State.

1.4 Research Questions

This research sets out to answer the following questions

- i. What is the level of organizational performance of publishing firms in Ibadan Oyo State?
- ii. What are the technological innovations adopted by book publishing firms in Ibadan, Oyo State?
- iii. Which of the ethical issues are prevalent in the book publishing firms in Ibadan, Oyo State?

1.5 Hypotheses

The following hypotheses will be tested at 0.05 level of significance.

H0₁: There will be no significant combine influence of technological innovation and ethical issues (authorship, duplicate publication and plagiarism) on organizational performance of book publishing firms in Ibadan, Oyo State.

H0₂: There will be no significant relative influence of technological innovation and ethical issues (authorship, duplicate publication and plagiarism) on organizational performance of book publishing firms in Ibadan, Oyo State.

1.6 Significance of the Study

The study would serve as a contribution to knowledge and as well benefit the academia, book publishing firms, books sellers, information professionals, policy makers and regulatory

bodies. The study will bridge the gap in literature between technological innovation, ethical issues and organizational performance of book publishing firms to support research in the field of book market operations and productions. The conceptual model will add to theories to measure technological innovation, ethical issues and organizational performance. It will eventually constitute an explicit knowledge resource in the knowledge-base of Lead City University for consultation by the university community and other stakeholders.

This study shall provide book publishing firms, their stakeholders, employees and regulators of the Nigerian book market with knowledge that will support them in designing, implementing and improving publishing activities of book publishing firms in Nigeria. The findings would also create avenue for all information professionals specializing in other fields like ICT, knowledge management, records management, media studies, knowledge management and library to carve a niche for themselves by extending relevant information services to book publishing firms.

Also, this study would serve as information input for the process of policy formulation by the stakeholders toward positioning the Nigerian book publishing firms in conformity to global ethical practices. The study would also raise the consciousness of the regulatory bodies to come up with modalities for promoting, sustaining and restoring investors' confidence in the Nigerian book market.

1.7 Scope of the Study

The study focused on technological innovation using process innovation and product innovation as the measures, ethical issues using authorship, duplicate publication and plagiarism and organizational performance; financial, customer, internal and learning & growth perspective of

book publishing firms. Respondents include all the management staff of book publishing firms namely; managing director, marketing/sales manager, finance manager and administrative manager. This is because they are involved in the management of the book publishing firm and are likely to be able to provide required information when it is needed. The geographical scope of this study is Ibadan city; therefore, the study will cover all book publishing firms in the city of Ibadan. This is because most of the book publishing firms in Oyo State are domiciled in Ibadan which is the State Capital.

1.8 Limitation of the Study

There are many variables in the literature used to measure organizational performance. However, this research is limited to four factors propounded by Kaplan and Norton in the Balance Score Card theory of organizational performance. Scarce literature in the areas of ethical issues in book publishing firms also serves as limitation. During the data collection, there was issue of relocation of many publishing firms to another environment, which was not updated in the data/record of the Nigeria Publishers Association, NPA secretariats; this poses serious challenges in locating the firms. Some of the book firms do not have all the management staff in positions highlighted for the study. Some publishing firms were skeptical about participating in the study, thinking that the core information about their firm could be illegally made available to their competitors while some top managers were reluctant to answer the questionnaire completely which led to the discard of some of the questionnaires during computation.

1.9 Operational Definition of Terms

The following terms are operationally defined in this study as follows:

Organizational Performance: This comprises of the actual output (financial perspective, customer perspective, internal perspective, learning and growth perspective) of a book publishing firm as measured against its intended outputs (goals and objectives). Financial perspective involves the brand or reputation of the book publishing firm to shareholders to enhance trust and encourage more business investment. Customer perspective implies the brand or reputation of the book publishing firm to customers which may enhance trust and encourage more patronage to be productive. Internal perspective refers to the internal business processes, i.e., the business processes that must be excellent in the book publishing firm to ensure shareholders and customers satisfaction. Organizational learning and growth are to explore the book publishing firm's ability to change and improve on past errors to achieve set goals.

Technological Innovation: This is a new or improved product or process whose technological characteristics are significantly different from before to support the technological functions in the delivery of services of high quality and superior performance in the book publishing firms. This shows the existence of both product innovations and process innovations in the book publishing firms to advance the mission of the book publishing firm. Process innovation implies incremental or radical amendments to equipment, techniques or software utilized for activities and production of books in the book publishing firms. Product innovation means the new or improved products which are totally diverse from the old product that the book publishing firm sells for the satisfaction of customers.

Ethical issues: These are matters of concern that arise when a given decision, scenario or activity does not conform to the ethical norms, values, and principles guiding book publishing within the publishing industry. Issues relevant to book publishing firms such as authorship issue, duplicate publications and plagiarism are examined in this study. Authorship issue entails responsibility and accountability for the published work. Duplicate or redundant publication occurs when there is an overlap with other authors, without acknowledging it, between two papers in terms of their hypotheses, data, arguments or results. Such cases in the book publishing firms include publishing data which has been published before, reusing tables and figures in later publications, publishing larger papers using previous smaller papers, publishing the same data in two papers (one with a clinical focus and one with a theoretical focus), and publishing the same paper under two names, one being the real author in his or her own country and the other being a foreign author. Plagiarism includes copying words or ideas from someone else without giving credit; failing to put a quotation in quotation marks; giving incorrect information about the source of a quotation; changing words but copying the sentence structure of a source without giving credit.

Book publishing firms: These are book publishing firms registered with the Corporate Affairs Commission to carry out various publishing tasks and book productions with a clear legal status. It is imperative for each publishing house to sort out its legal status in terms of ownership. Some are Public Liability Companies (e.g., University Press Plc, Learn Africa Plc, etc.). Some are individually owned; some are owned by a group of shareholders at the initial stage but now divided; some are family-owned with all the attendant domestic implications; while some have no clearly defined legal status. The book publishing firms with a clear legal status will be adopted for this study.

Endnotes

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Chapter Two

Review of Related Literature

The review of literature carried out in this chapter focuses on three areas namely: Conceptual, Empirical and Theoretical.

2.1 Conceptual Review

2.1.1 Concept of Organizational Performance

2.1.2 Concept of Technological Innovation

2.1.3 Concept of Ethical Issues

2.1.4 Evolution of Book Publishing in Nigeria

2.2 Theoretical Review/Framework

2.2.1 Balanced Score Card Theory of Organizational Performance

2.2.2 Resource Based View Theory (RBV)

2.2.3 Technological Determinism Theory

2.2.4 Innovation Diffusion Theory

2.2.5 Utilitarianism Theory

2.3 Empirical Review

2.3.1 Technological Innovation and Organizational Performance

2.3.2 Ethical issues and Organizational Performance

2.4 Conceptual Model

2.5 Appraisal of Literature

2.1 Conceptual Review

2.1.1 Concept of Organizational Performance

Organizational performance has piqued the researcher's interest due to its critical role in helping firms survive and prosper in today's economic environment, especially given the fierce rivalry that exists today¹. An organization is described as a group of individuals with specified duties and levels that work together to achieve a similar goal while adapting to the rapidly changing internal and external environment². Performance, on the other hand, is defined as an observable result of the degree to which the organization's objectives are met³. Organizational performance is defined as the sum of the effectiveness and efficiency of the organization⁴. Organizational effectiveness is defined as the external indicators used to evaluate a book publishing firm's production and services, whereas organizational efficiency is defined as how well the procedures employed in product or service production are implemented in the organization⁵. Another definition of organizational performance is the organization's capacity to achieve its objectives by efficiently employing assets⁶. Organizational performance refers to a company's actual production or outcome, as opposed to its planned productivity, targets, and goals. The ability of a book publishing corporation to achieve its aims and objectives with the support of talented administration, strong governance, and a consistent rededication to achieving business objectives has been termed as organizational performance⁷.

Organizational performance is a metric that measures how well a company achieves its objectives.

Organizational performance is one of the most important constructs in management research, defined as the achievement of the organization's intended mission through good management, persistent efforts, and superior governance in order to achieve goals^{8,9}. Non-profit organizations

must meet a variety of performance requirements, including responsiveness, flexibility, cost, productivity, asset efficient use, and reliability¹⁰. The type of activities that an organization engages in in order to execute its mission determines its performance. The observable characteristics that determine an organization's performance are known as end results¹¹.

A systematic procedure for getting valid information on an organization's performance and the elements that affect performance is defined as performance measurement¹². The literature on organizational performance measurement indicators suggests that organizations have a difficult time evaluating their own performance. Traditional and modern performance measurement are two types of organizational performance assessment, with traditional performance measurement emphasizing financial measurements like return on investment (ROI) and profits¹³. Contemporary performance measurement, on the other hand, incorporates both financial and non-financial performance indicators that are relevant to the organization's strategy¹⁴.

Many scholars have claimed that evaluating an organization's performance solely on the basis of financial performance measures is insufficient. It has been suggested, for example, that financial PM is no longer sufficient to assess organizational performance, particularly in the current uncertain business environment¹⁵. Productivity, market share, profitability, growth, competitive position, and stakeholder satisfaction are some additional common performance criteria¹⁶. However, financial factors are not the only factors to consider when evaluating a book publishing company's performance. The four dimensions of company performance are logical goals, internal processes, human connections, and open systems, each of which is measured by changes in its variables. There appears to be no consensus on the best or even adequate metric of organizational performance¹⁷. This is because there are numerous perspectives on what constitutes desired

organizational effectiveness outcomes, and since performance is frequently predicated on the theory and goal of the research being conducted¹⁸. Some people use financial metrics to assess the success or failure of a choice or action. Through the use of a variety of measures, performance measurement focuses on internal processes to assess how successful and efficient an act is.

Financial performance in terms of earnings, Return on Investment (ROI), and Return on Assets are three areas where an organization's performance is measured (ROA). The product's performance is measured in terms of market share, sales volume, and shareholder returns, which include total shareholder return and economic value added. However, there are difficulties in implementing these measures; for example, most managers are unwilling to give researchers access to their financial records; savings are inconsistent from year to year; and environments are constantly changing, making it difficult to compare savings made years after years⁹.

One of the most pressing concerns affecting businesses is the performance of book publishing companies. It is critical for leaders of organizations to understand what factors influence the performance of their book publishing companies. High-performing companies are said to be made up of a group of people who work together to develop desired goods or facilities at a higher value for the same or less money. When firms are judged to be performing well, a combination of indicators has been implemented, all of which must have originated from non-financial indicators¹⁹. Their productivity and value continue to improve with time, resulting in the accomplishment of their mission²⁰. They went on to say that high-performing organizations are clear on their missions, define outcomes and focus on results, empower employees, motivate and inspire people to succeed, are flexible and adapt nimbly to new conditions, are competitive in terms

of performance, restructure work processes to meet customer needs, and keep stakeholders informed.

The famed 3Es (economy, efficiency, and effectiveness) of a given package or action²¹ are synonymous with organizational success. The ability of a book publishing company to achieve its goals by utilizing capital in a resourceful and efficient manner is referred to as performance²². Traditionally, financial perspectives on organizational performance have been analyzed by accounting indices such as profitability, gross profit, market shares, stock price, sales growth, export growth, liquidity, and operational proficiency²³.

Profitability is a typical financial metric used to assess the success of book publishing companies. Most of the time, it is employed from an accounting standpoint to determine how an organization has performed through time. However, this was not the case in a study that claimed that high organizational values can boost profits by lowering the cost of business transactions, contributing to a foundation of patron trust, improving an internal environment of effective teamwork, and sustaining shared capital that is part of a book publishing firm's market-place appearance²⁴. It finished by stating that combining all of the preceding criteria will result in a high-performing organization²⁴. A compilation of 52 studies that established the association between corporate ethics, profitability, and organizational performance²⁵ provides empirical support for this. According to the analysis, 33 out of 52 studies found a favorable and substantial link between ethics and productivity. Five researches found a detrimental link, while others found no result or were indecisive. Similarly, 82 researches in a meta-analysis found clear evidence that ethics and profitability have a positive impact on corporate performance²⁶.

In a study on profit sharing and book publishing business' financial performance, it was reported that profit sharing had a beneficial impact on book publishing firm's financial performance²⁷. Financial structure, liquidity, collection, and credit period were all observed to play a part in determining the book publishing firm's success level. According to a study comparing financial performance of enterprises in Oman, higher total capital, deposits, credits, or total assets may not always reflect genuine success of these book publishing firms, particularly in terms of profitability²⁸.

In simple words, organizational performance is defined as an organization's actual output or results as compared to its expected outputs (or goals and objectives)²⁹. Operational efficiencies, mergers, acquisitions, and levels of diversification, organizational structures, top management team composition and style, human resource management, and manipulation of political and/or social influences intruding upon market conformity are all factors that influence organizational performance³⁰. Organizational performance is also influenced by varied interpretations of socially responsible behavior, international or cross-cultural expansion and adaptation initiatives, and a variety of other organizational and/or sectorial level phenomena³¹. As a result, organizational performance is a multi-dimensional construct influenced by a wide range of factors both internal and external to the company.

The standards for evaluating performance have remained a source of contention. The hotchpotch various performance assessment frameworks that have been developed reflects the existence of this dispute. The Performance Measurement Matrix, the Results and Determinants Framework, the Performance Pyramid, and the Balanced Score Card (BSC) are all examples of performance measurement tools. Furthermore, studies have supported the use of a multi-dimensional approach

to measuring organizational performance, which takes into account the interests of a broader variety of stakeholders^{35,36,37}. Historical standards, target performance standards, competition performance standards, and absolute performance standards were all offered in another study³⁸. However, as academics have demonstrated, there is no one-size-fits-all architecture that will work for all businesses. As a result, organizational performance is a complex topic that must be approached in light of the current situation^{39,40}.

The performance of any book publishing firm not only helps to enhance the market value of that specific book publishing firm, but it also helps to expand the entire industry, which in turn helps to boost the economy's general prosperity. In the corporate finance literature, assessing the determinants of performance of publishers has gained importance because, as intermediaries, these companies not only provide a mechanism for risk transfer, but also assist in channeling funds in an appropriate manner to support business activities in the economy. It has, however, gotten little attention, especially in emerging economies⁴¹. Scholars in numerous fields of business and strategic management have paid close attention to the topic of organizational performance. It has also been a fundamental concern of business practitioners in all sorts of organizations, as organizational performance has consequences for the health and, eventually, survival of the organization. High performance demonstrates management effectiveness and efficiency in utilizing a company's resources, which adds to the overall economy⁴². The end result of an organization's actions, which includes the real outputs of strategic management procedures, is the performance of a book publishing corporation. The ability of strategic management to increase an organization's performance, which is often assessed in terms of profits and return on investments justifies the technique⁴³. Performance is more of a company-wide metric, encompassing business

units, divisions, functional departments, and operating units in the form of strategic and financial outcomes. It's also a metric for determining a company's efficiency or effectiveness in running its operations for the accounting period. To make informed judgments, different stakeholders demand different performance measures. While financial indicators are the most common, non-financial indicators are as crucial to use. Financial indicators alone ignore what enables a firm to attain these financial achievements, which could be the accomplishment of strategic objectives⁴⁴. Innovativeness and market position are two examples of non-financial indicators.

The performance of book publishing companies has changed over time to include broader definitions and philosophies such as Profit Impact of Marketing Strategy (PIMS). The impact of book publishing companies on the natural environment and society as a whole is increasingly being paid more attention by the public, the media, and community groups. Book publishing houses are responsible for a lot more than just money. The Triple Bottom Line (TBL) has evolved as a new metric for evaluating the performance of book publishing companies. The TBL takes into account excellence in all three dimensions of sustainable reporting (economic, social, and environmental)⁴⁵.

2.1.2 Concept of Technological Innovation

The term "innovation" first appeared in print at the turn of the twentieth century. Joseph Schumpeter defined innovation as a "new combination of existing resources, materials, or means of production" in his classic innovation theory⁴⁶. 'The introduction of new items,' 'the introduction of new techniques of production,' 'the opening-up of new markets,' 'the conquest of new sources of supply,' and 'the carrying out of a new structure of any industry' are five of these new

combinations. Some attempts have been made to capture the 'newness' or 'novelty' of innovation, based on the principle⁴⁶. These definitions, on the other hand, make it difficult to discern between innovations and inventions^{47,48,49}. Schumpeter distinguishes between invention (a new idea or technique) and innovation (a new way of doing things) (the application of inventions). Invention is the first time an idea for a new product or method appears, whereas innovation is the first attempt to put that concept into practice⁵⁰. There is a time difference between them. While inventions can happen anywhere, book publishing companies are where they happen the most⁵⁰.

In terms of economic worth, an invention differs from an innovation. While a new product is usually invented in a laboratory setting and has no direct economic worth, an innovation has economic value and is spread to parties other than the inventors/discoverers^{51,52}. An entrepreneur, according to Schumpeter's theory, is a producer or craftsman who provides more profit to a business than normal and passive producers. Only those entrepreneurs who can consistently conceive and realize new technologies may earn and retain such profits. Entrepreneurs use innovation to take advantage of change as a chance to start a new firm or provide new services⁵³. As a result, in economics, innovation is a form of creative effort that necessitates a commercial mindset⁵⁴. As a result, alternative definitions have highlighted another key feature of innovation in business and commerce.

These definitions underline that innovation is concerned with the commercialization and use of novel ideas and inventions. As a result, innovations are a subcategory of inventions. To transform an invention into an innovation, a book publishing company must combine several types of competencies, knowledge, and resources. Innovation is commonly recognized as a continuous and

interactive process that includes both the technological development of an invention and its market introduction to end-users via adoption and diffusion⁵⁵.

In nature, innovation is an iterative process that includes the introduction of a new invention and the subsequent reintroduction of a bettered innovation. This suggests diverse degrees of novelty/innovativeness, implying the need for a broad understanding of various forms of inventions.

Process vs. Product Innovation

The most popular classification for innovation is product versus process innovation, which usually refers to the sort of output or consequence of innovations⁵⁷. The occurrence of a new or enhanced good or service is referred to as product innovation⁵⁸. A novel or significantly enhanced production or delivery method is referred to as process innovation. It is vital to engage in both of them at the same time⁵⁹. As industries and markets mature, innovation efforts tend to shift from providing products and services to cost-cutting process innovations^{60; 61}. It's worth noting that process innovation should not be confused with the innovation process. On the one hand, the innovation process is divided into three stages: conception, development, and commercialization. It should not be confused with the process's outcome. The innovation process, on the other hand, may or may not result in a product innovation⁵⁹.

Incremental vs. radical innovation

According to its 'newness,' 'radicalness,' or 'innovativeness,' i.e. the level of change⁶², innovation can also be classified as radical or incremental. The Schumpeter discussion on the discontinuous nature of technical change⁶³ is aided by Freeman's typology. Radical innovation refers to significant technological changes that occur as a result of a big technological breakthrough or the

application of new technology⁶⁵. Radical innovation is uncommon, but it has far-reaching implications compared to other types of innovation. Within an established architecture⁶⁷, incremental innovation is described as a change that builds on a book publishing firm's experience in component technology. When compared to other types of innovation, incremental innovation is more common. They entail little tweaks or improvements to existing products, services, and processes in order to maximize the potential of existing designs while utilizing existing technology⁶⁵. The boundary between radical and incremental breakthroughs, on the other hand, is not entirely clear. Instead, there is a spectrum of advances ranging from radical to incremental⁶⁸.

Nonetheless, the classification reflects the fact that the influence of technology and technological advancement can differ significantly⁶⁵. Furthermore, technological (technical) innovation and organizational (administrative) innovation are two well-known but understudied typologies^{69,70}.

Models of Innovation Process Evolution

From idea generation through ultimate market launch, the innovation process is divided into several stages. The innovation process at a book publishing firm is described as a linear approach⁷¹ in the literature on innovation management. A researcher might, for example, introduce a stage-gate process with distinct phases. The use of stages to understand the innovation process and identify the drivers and impediments is advised^{72,73}. These models propose three main stages: ideation (generating/searching/selecting ideas for prospective new products/processes), development (converting selected ideas into tangible/intangible products/processes), and commercialization (also known as implementation/launch)^{74, 75}.

At the book publishing firm level, innovation processes can be divided into three overlapping sub-processes, according to the stage-gate process: cognitive process (i.e. how book publishing firms generate and maintain know-how to conduct their tasks), organizational process (i.e. how book publishing firms operate internally or collaborate with other book publishing firms and organizations), and technological process (i.e. how book publishing firms generate and maintain know-how to conduct their tasks) (i.e. how book publishing firms build internal incentives to ensure innovation proceeded quickly to the desired direction)⁷⁶.

It is important to note that innovation processes vary significantly depending on the size, history, and strategy of the book publishing organization, as well as the field of expertise, previous experience, sector, and country⁷⁶. The Resource-Based View (RBV), which analyzes a book publishing firm as a constellation of resources and stresses the importance of a book publishing firm's distinctive resources as sources of competitive advantage, emphasizes these elements to innovation⁷⁸. While discussing the stages that the innovation process allows for the identification of diverse activities related to innovation, it fails to reflect varied approaches to innovation. As a result, innovation models aid in the understanding of how book publishing companies introduce, exploit, and benefit from innovation. From a linear model to a systematic model, a leading researcher in this subject presents a historical perspective on models of innovation process⁷⁹.

The linear model of innovation was the first widely acknowledged paradigm for understanding the relationship between science and technology and the economy⁸⁰. The advanced economies had tremendous industrial expansion from the 1950s to the mid-1960s⁸¹. The technology-push strategy, which begins with basic research and progresses through technological development, production, and sales/diffusion, has received the most attention⁸². The growth of new industries during this

time is primarily reliant on new technical potential and rapid application of technology⁸³. The market pull model was developed in the late 1960s and early 1970s by theorists who identified the passive impact of marketing. Responding to market needs became the primary focus, which led to innovation. This change reflects the maturation of many technology-based companies, as well as a rising recognition of increasingly complex customer needs⁸¹. The linear model, on the other hand, lacks feedback channels in the current process. It ignores exogenous inputs, such as external scientific and technological knowledge, and overlooks interacting actions within intra-mural innovation⁸⁴.

The coupling model was developed from the early 1970s to the mid-1980s⁸⁵. The technological push and market pull models are combined in this model⁸⁶. Each step is intertwined with the marketplace and technological advancements⁸¹. The feedback loops are a significant distinction between this model and previous ones, but it is still largely a sequential process⁸⁷. The chain-linked model²⁷ was created from the early 1980s to the mid-1990s, and it is a step closer to a full innovation process incorporating research and existing knowledge^{83; 87}. The central process in this model begins with market signals, then moves on to design invention/production, development, production, and market^{83; 88}. The process also includes feedback loops that iterate the stages and control for received market demands, as well as the link between science and innovation. All phases of the innovation process involve research, and research contributes to each of them. Perceived demand can only be met if relevant knowledge and technology are accessible, and an invention can only be realized if a market exists⁸⁸. The socio-technical character of innovation, which can be regarded a complex system, is highlighted by the chain-linked method. From the 1990s onwards, emphasis has been placed on system integration and innovation networking. The CIMs (Cyclic Innovation Models) have been created^{89; 90}. This model shows a cycle with four

nodes of changes in scientific insights, technological capabilities, product development, and market transformations, which goes beyond the standard chain notion. Entrepreneurship is crucial to this approach because it allows people to take advantage of opportunities and improve the innovation process⁹⁰.

Model of Innovation as a System

Over the previous 40 years, the Innovation System (IS) has refined its perspective on innovation.^{91, 92, 93, 94} The term "innovation system" can be defined in a variety of ways⁹². The most restrictive definition covers only those organizations directly involved in the development and distribution of information, such as technological institutes, book publishing corporations' R&D departments, and universities. It is defined as a system of interconnected institutions that produce, store, and transfer information, skills, and artifacts that define new ideas for implementation in a broader sense⁹⁵. Other supportive institutions that assist and provide input to the innovation process, such as technology transfer institutes, training organizations, economic groups, and investment businesses, are included in the broader definition. An innovation system, in the broadest sense, covers all sectors that contribute to knowledge acquisition, such as the production, marketing, and finance systems^{92;96;97}.

The broad term requires further clarification at several levels of investigation. Because the IS perspective can be applied to a variety of aggregations, the literature covers topics such as national systems (NIS), regional systems (RIS), sectoral systems (SIS), and technological systems (TIS)⁹⁸.

The ad hoc nature of innovation processes, which varied by industry, sector, knowledge, country, and so on⁷⁶, has resulted in the development of these many methodologies. An innovation process is viewed as occurring inside a dynamic system that frequently includes a diverse set of

interconnected actors and interactions⁹⁹. Customers, suppliers, rivals, and contractors are among the agents⁹⁴. They create a network of collaboration that includes joint ventures, research and development partnerships, licensing agreements, and informal networks⁹⁷. The IS research implies that external linkages are critical for the innovative success of book publishing companies⁹⁴. This is mirrored in the fact that, throughout time, innovation has become more open and diffused, involving higher levels of collaboration and outsourcing¹⁰¹. It has emphasized the importance of innovation intermediates in innovation systems. These responsibilities include knowledge transformation, cognitive bridge-building, innovation implementation, and intellectual property protection¹⁰².

Inventive inventions from the industrial arts, engineering, applied sciences, and/or pure sciences are referred to as technological innovations¹⁰³. Product or process innovation, as well as radical or gradual innovation, are examples of technological innovations. Innovations in the aerospace, pharmaceuticals, electronics, and information systems industries are only a few examples. Organizational innovations, on the other hand, are those that alter the organization's structure or administrative processes. It is based on the implementation of new management practices, as well as new types of work organization and commercial models, such as the six-sigma process and employee incentive systems. Organizational innovations are necessary to introduce new/improved organizational structure to support production, while technology innovations are focused on production⁵⁹.

The scientific and system-based process through which an intervention or concept is converted into a service or good that adds value is known as technological innovation. Various studies have used various dimensions to investigate the level of organizational effectiveness of various book

publishing companies. Innovation is one of these dimensions. Innovation has been acknowledged as a key component of organizational performance by academics. According to studies, one of the primary predictors of a book publishing firm's success is innovation^{105; 106; 107}. The results of the investigation revealed how innovation might improve organizational performance¹⁰⁸. Technological innovation improved market share and resulted in rapid profit for the company surveyed, according to the findings¹⁰⁸. However, in a study on electronic book publishing enterprises' innovation and success, the researchers used three main characteristics of innovation: new product introduction, new product processes, and customer acceptance of new products¹⁰⁹. The results revealed that there is a beneficial impact on innovation as a key component of organizational performance¹⁰⁹.

Technology and cultural viewpoints must co-evolve in order for innovation to occur¹¹⁰. Technology has a big impact on your ability to innovate, and it's seen as a primary source of competitive advantage and new product development¹¹¹. Often, book publishing companies have challenges in this area, which are caused by a lack of financial investment in technology and a lack of competence in using the technology to its full potential¹¹².

In the literature, there are different definitions of innovation; nevertheless, most of them contain basic themes relating to information, which may be transformed into new goods, processes, and services to improve competitive advantage and fulfill changing client needs¹¹³. An enterprise's innovation is something new or improved that creates considerable added value, either directly for the enterprise or directly for its customers¹¹⁴. Patents and newly produced products, as well as creative uses of information and excellent human resource management systems are examples of new items or processes that provide value¹¹⁵.

Product innovation, process innovation, and organizational innovation¹¹⁶ are three sorts of inventions that are commonly referred to as innovation. The terms "innovation," "green innovation," "environmental innovation," and "sustainable innovation" are commonly used to describe ideas that contribute to a more sustainable environment through developing ecological improvements¹¹⁷. Support and maintenance for the development and transmission of more environmentally friendly processes, goods, organizational models, and systems can lead to improvements in current and future generations' living environments¹¹⁶. Environmental innovation encompasses any product, process, or organizational innovation that contributes to long-term development¹¹⁸.

Organizations adapt or invent innovations in order to diagnose, monitor, reduce, or prevent environmental concerns. While many managers and economists used to regard innovation as an additional cost for a book publishing company, this is no longer the case today¹¹⁸. The need for and demand for innovation has increased as a result of the necessity to address today's various environmental concerns. The process of inventing and developing ideas, methods of operation, products, and procedures that aid in reducing environmental burdens or achieving environmental sustainability goals¹¹⁹ is referred to as innovation. The government's and market's increasing pressure on mechanized sustainability, the construction of an effective and efficient innovation program, and creation are all permanent components of a book publishing firm's management programs¹¹⁶. There are three forms of innovations in practice: product innovation, process innovation, and organizational innovation. While each type of innovation has its own determinants, attributes, and contributions to business performance, it is difficult to implement innovations without taking a holistic approach. Experts believe that innovation can influence a book publishing

firm's performance in several ways, including innovative process performance, production performance, and marketing performance^{120, 121, 122, 123, 124}. Studies on process innovations and organizational performance found a favorable relationship between innovation and organizational performance, as well as a substantial association between product innovation and organizational performance^{125, 126, 127, 128}.

In fact, studies have found that innovation has a detrimental impact on organizational performance^{129, 130, 131}. In fact there was a comparative study of the effects of invention and procedural changes on the success of book publishing companies^{132, 133}. According to the findings, an increase in the quality of a certain product was linked to the expansion of the book publishing company. According to an investigation, businesses that use creative methods have higher profit margins. In their research, they discovered that innovation has a favorable relationship with the financial performance of Australian book publishing companies^{134, 135}. However, a study found that while innovative enterprise clarity did not affect organizational performance, innovative design solutions have a substantial impact on project outcomes¹³⁶. According to the data described above, many types of innovation will play a significant role in defining the performance level of a book publishing firm¹³⁶. Many experts and policymakers have been interested in the relationship between performance and technical innovation. Recent studies have found positive correlations between performance and technological innovation¹³⁷. Sales and export revenues, asset return, and productivity were used to assess performance. These were measured in terms of employee sales of new goods, employee growth, and operating profit; there was a positive correlation between innovation output and employee growth¹³⁸.

The process of translating an intervention or concept into a service or good that adds value is known as innovation. In this study, the term "innovation" refers exclusively to technological innovation, not to any other sort of innovation¹³⁹. Technological innovation, according to numerous definitions, is a scientific and system-based process. The internal qualities of the book publishing firm, such as its technological learning ability and networking capacities within the external world, influence or are influenced by various influencing elements in the process. It would use existing resources to extend the book publishing company's innovation opportunities, with the end result being the development of advanced or significantly improved goods and services, or the manufacturing process itself¹⁴⁰. Mechanical development is an amazing and original procedure that allows an organization to create new processes, goods, and ventures¹⁴¹. As previously said, mechanical innovations are divided into four categories¹⁴². These are: system improvement upgrades, which entails re-adjustments of the development team; goods and services, which are a result of the development process and involve the use of digital tools and services in the execution of the organization's daily operational activities; information technology-based innovations, which is a new computing and technology capability.

Others looked at proper timing and product acceptance as a proper way to quantify the contribution of innovation to performance, while others looked at proper timing and product acceptance as a proper approach to measure the contribution of innovation to performance^{143,143}. Firms regarded to be innovative, for example, will be able to continue to reap excellent returns on newer or improved items as the innovation process progresses¹⁴⁴. However, when the new technologies become more widely adopted, supernormal profits will decline. Technological innovation is a critical component of any country's economic success as well as acquiring a competitive advantage

in many industries¹³⁹. Innovation plays a critical role for large, medium, small, and micro book publishing companies¹⁴⁵. In a book publishing firm, innovation is still one of the most important competitive weapons, and it is recognized as a business core¹⁴⁶. It is also thought to be a very effective way to increase business productivity when resources are limited¹⁴⁷. According to the experts, technological innovation has a significant impact on organizational effectiveness. They concluded by stating that, regardless of the type of innovation introduced in a book publishing firm, technological innovation is the best form of innovation for a book publishing firm to achieve high-level performance.

New or improved tools, equipment, materials, and other technologies that directly affect the book publishing enterprises that are practicing innovations; those book publishing firms manufacture the commodities that are then sold in the market are referred to as process innovation. Process innovations differ significantly from product innovations, which are new or enhanced product technologies that a firm offers to satisfy consumers or clients¹⁴⁸. The deployment of a new or partially enhanced manufacturing/production or delivery system is referred to as process innovation. It allows a given amount of output (goods and services) to be produced with less input. The latter can be explained in terms of environmental efficiency^{149, 150}. Process innovations aim to lower manufacturing or delivery unit costs, raise value and worth, or create or deliver new or better products¹⁵¹. Process innovation has the potential to be extremely strategic. It allows you to create something no one else can or formulate something superior than your competitors' book publishing companies. Companies can get a significant competitive edge by using process innovation¹⁵².

Product innovation is defined as the enhancement of original goods, changes in the design of well-known goods, or the use of new materials in the manufacture of well-known goods¹⁵³. Product innovation that is new and has previously been unfamiliar to the market in which the company operates^{154, 155}. Product innovation is a multi-step process that includes practical design, research and development, administration, and marketable actions aimed at promoting new products¹⁵⁶. Product innovation is the most important component in the growth and performance of a company. Product innovation is assessed by the components of new goods, and the development of these components helps most organizations gain profit in the future¹⁵⁵. A new product invention, quality improvements, and technical specifications given to a product, or the inclusion of new materials, components, or important functionalities into an existing product are all examples of product innovation from a business standpoint. It includes the improvement of goods and services as well as the creation of new categories¹⁵⁷. In recent years, there has been a tremendously aggressive and powerful culture, and product innovation has been increasingly necessary in order to survive¹⁵³. Product innovation is primarily the result of three primary factors: high global competitiveness, a demanding marketplace, and the third factor, technological differences and rapid change. A new or significantly enhanced product, whose distinctiveness may be significantly different due to the use of information, new technologies, or materials, can be considered product innovation¹⁵⁰.

Product innovation is critical for a business to survive in the market and grab market share, and product innovation is critical for a business to survive in the market and capture market share owing to massive competition and day-by-day competition increases in the market¹⁵⁸. Because of the high level of competition and product innovation, the product's life expectancy diminishes. As

a result, most organizations' primary focus is on product innovation, either to improve existing products or to develop new ones¹⁵³.

2.1.3 Concept of Ethical Issues

Ethics refers to the principles and rules of behavior that guide the conduct of any profession when used as an operational concept in the context of professions. Moral ideals, normative judgments, and moral obligations are frequently associated with the phrase. In any case, each profession has its own set of ethics. Professional ethics, on the other hand, share some parallels. These common ethics stem from the public's basic expectations of either a public servant or a professional practitioner. The topic of ethics is frequently associated with the assignment of value judgments such as good or terrible; right or wrong. Ethics is described as a person's personal convictions about what is right or wrong, good or evil. It is the adjudicator of a person's assessment of the "rightness" or "wrongness" of his or her actions¹⁵⁹. Though sometimes dismissed as subjective, it may be traced back to the foundations of a person's belief system and evaluated in context. In contrast, a book publishing firm's ethical attitude is built on society's expectations, or the valid demands made by the constituencies with whom the book publishing firm interacts¹⁶⁰. Ethics is a topic that has been discussed throughout human history. Ethics is concerned with human character, behaviour, and morals¹⁶¹. It is concerned with good or poor, correct or incorrect behavior. It assesses behavior against a set of absolute standards and assigns a negative or positive value to it. It is the contemplation of what one should do or how one should live.

The study of "ethics" focuses on practical decision-making questions, such as the nature of ultimate value and the criteria by which a human action can be deemed right or wrong, good or bad¹⁶². Any

system or philosophy of moral ideals or principles is referred to as ethics¹⁶³. Ethics is a broad phrase that encompasses both moral ideas and ethical theories about human behavior. Ethics is a way of thinking about morality¹⁶⁴. It refers to the concepts of good and wrong that humans use when making decisions. It's been described as an art and science that aims to bring sensitivity and methodology to moral value discernment¹⁶⁵. As a result, personal and societal behavior is guided by ethics. Ethics is a never-ending search for the explicit and implicit application of the moral code¹⁶⁶. It can also be defined as the set of standards of conduct or moral principles that apply to a specific type of human action, as well as a specific community, society, or profession. Ethics are standards of conduct that guide an individual's or a group's decision-making and behavior¹⁶⁷. They go on to say that because management is responsible for making decisions within an organization, the ethics of the individual or group making these decisions have significant implications for the organization's stakeholders, including employees, customers, shareholders, suppliers, the government, and the general public.

Ethics and morality are interchangeable terms¹⁶⁸. Morals is derived from Latin, while ethics is derived from Greek. They're the same thing when it comes to character and behavior ideals. These principles, in the form of rules of conduct, become the benchmarks for determining what is right and what is wrong. As a result, ethics and morality are synonymous, and they impact our conduct and behavior from childhood to adolescence and maturity. What we were taught to be right or wrong guides our conduct and behavior in every element of life. Another viewpoint states that ethics is concerned with man's actions¹⁶⁹. As a result, it necessitates changes in the individual's actions and attitudes in any scenario, both in connection to his environment and to himself. Ethics, it says, are fundamental conceptions of the relative value of our various aspects of existence. These

impressions are always about priorities, but norms are the function that allows for direct assessment of human attitudes and acts.

Ethical challenges are progressively being posed in the quickly changing technology environment in which we live, requiring attention and efforts to resolve. Those relating to book publishing companies are of particular interest to the information society and to us. The rapid rise of ICT and the usage of its enabling technologies has had significant societal consequences, raising severe ethical concerns for individuals and organizations. These challenges have been elevated to a new, often confusing degree, affecting society in a variety of ways. Invasion of individual and corporate privacy, intellectual property rights, individual and social rights, value preservation, and accountability for the repercussions of ICT use are only a few of the serious challenges raised by ICT. These difficulties have posed significant obstacles in the domain of employment, particularly in terms of working conditions and uniqueness. However, there has been little progress in addressing these concerns and challenges. In commerce, industry, government, medicine, education, entertainment, and society at large, information technology (IT) plays a critical role¹⁷⁰. Its economic and social advantages are self-evident. However, IT, like all other technology, has some drawbacks and negative consequences in our society. It poses and causes some ethical challenges, and there are three basic sorts of ethical dilemmas: personal privacy, access rights, and damaging behaviors. In terms of personal privacy, IT facilitates large-scale data sharing of information from anybody, at any time, in any location or portion of the world. Due to the extensive diffusion of information, there is a greater risk of releasing information and compromising the privacy of individuals and groups of people in this situation. Maintaining the privacy and integrity of personal data is both a difficulty and a responsibility for us. This also entails taking steps to

verify data accuracy, as well as safeguarding it from illegal access or inadvertent exposure to the wrong people.

The right of access is the second facet of ethical issues in computing systems. Because of the current prevalence of international business on the Internet, the issue of publication security and access rights has quickly risen from obscurity to prominence among corporations and government organizations. Harmful action in publication ethics refers to harm or bad repercussions, such as unwelcomed loss of knowledge, property loss, property destruction, or unwelcome environmental impacts¹⁷¹. This concept forbids the use of computing technology in ways that affect users, the general public, employees, or employers in any way. Intentional destruction or modification of files and programs, which results in significant resource loss or wasteful human resource investment, are examples of harmful behaviors.

Companies in a free market economy typically use strong competition, whether fair or unfair, to gain the maximum share of the market. There are ethics even among robbers. However, it is not fair nor ethical for one publishing house to republish another publisher's project or plagiarize another publisher's titles, as happened in one example where a successful book was nearly plagiarized word for word. The decision was astounding. In summary, the judge dismissed the petitioner's claims, saying, "Just because two books are similar does not mean they are identical."

It's not right to put another publisher down in order to get a contract. If, in addition to the difficult huddles they currently face, publishers destroy one another, they will be unable to tackle the challenges of the twenty-first century with a clean and clear conscience as trustworthy publishing experts. They will also find it difficult to fight and confront pirates who infringe on the copyrights of their authors and destroy publishing businesses. Photocopying and extracting chunks of

textbooks for lecturers to sell to students should be monitored. Authorship is a title that denotes responsibility for the labor that has gone into producing a book. This has significant intellectual, social, and financial consequences.

It goes without saying that authorship includes duty and accountability for the work that has been published. According to COPE, an author should have contributed to the manuscript in at least one or more of the following ways: significant contributions to the work's conception and/or design, acquisition, analysis, and/or interpretation of data generated/collected during the work, acquisition, analysis, and/or interpretation of data generated/collected during the work, acquisition, analysis, and/or interpretation of data generated/collected during the work, contributing important intellectual material by drafting/editing or critically revising the text. When a book, research article, or other type of research output is written by a single person, it is assumed that that person did the majority of the research for that publication and bears full responsibility. However, in multi-authored publications, it is vital to clearly identify each author's contributions in order to specify their duties. All writers, however, share the following joint responsibilities in such publications: To be responsible for all parts of the work in order to guarantee that any doubts about the correctness or integrity of any component of it are properly examined and resolved; Final approval of the published version; Each author should be able to determine which co-authors are accountable for which aspects of the project.

Because most research works in recent years have involved genuine intellectual engagement of more than one individual in the given investigation, authorship order in multi-authored papers is essential because it is often taken to reflect relative contributions. One or more authors are usually

designated as first authors, one or more as corresponding authors, and others, if any, as co-authors in such publications. In certain groups, however, it is normal to list contributors alphabetically, with a remark stating all authors contributed equally to the study and publishing. The co-authors should decide on the order of authorship together. All authors should be able to explain why their names are listed in the order they are. In general, these choices should be made before beginning to write the piece. It's a good idea to let the Editor/Journal know about each author's relative contribution to the study early on.

In a multi-author paper, all authors must agree to be named and must approve both the submitted and accepted versions of the work. All writers, including those who had been removed from the list, should approve any changes to the author list. The corresponding author of a manuscript is the person who is in charge of communicating with the journal during the manuscript submission, peer review, and publication process, as well as ensuring that all of the journal's administrative requirements, such as authorship details, ethics committee approval, clinical trial documentation, and data collection, are met. By mutual agreement, the corresponding author may transfer some of these tasks to one or more co-authors. Throughout the submission and peer review process, the corresponding author must be available to reply to editorial queries in a timely way. He or she should also be available after publication to reply to criticisms of the work and to cooperate with any requests for data or more information from the journal, should questions about the research arise after publication. It may be necessary to share the credit of being the "corresponding author" with one or more co-authors in specific instances.

Unless otherwise specified, all persons identified as "corresponding" writers are required to share the above-mentioned obligations equally. The name(s) of the related author(s) may appear in any order that has been agreed upon by the group. The bulk of the primary work that forms the basis of the article to be published would have been done by those indicated as the first author(s). Other people who aren't named as writers may have helped with the research in some way. They do not have the right to be co-authors in the study, however, because they do not match the conditions listed above. All of these people should be properly credited for their contributions to the study in the article. Procurement of funds, general supervision of a research group, and general administrative support are examples of actions that do not qualify a contributor for authorship. Co-authorship is not available to those who just assisted with writing, technical editing, language editing, and/or proofreading. Other forms of authorship, such as guest authorship, honorary or gift authorship, and ghost authorship, as discussed below, are unethical and thus inappropriate.

Guest Authorship is defined as authorship based only on the anticipation of the other writers that adding a certain name as a co-author will boost the work's prospects of being accepted for publication or for other personal gain. It is unethical to include the name of a "guest" author who contributed nothing to the study. Honorary or gift authorship is described as authorship based simply on a tenuous link with a study, such as a department/institution head whose name is included solely due to his/her administrative position. Another form of 'gift' authorship is including the names of colleagues on the condition that they do the same, with the sole goal of increasing each other's publishing lists. Authorship that is given as a gift is unethical. Having multiple authors on research publications that stem primarily from the work embodied wholly in a doctoral thesis of one student is unethical "gift authorship," unless the doctoral degree candidate's

actual work and that of others who share authorship in related publications are clearly identified in the thesis.

Even if a person participated in the research, data analysis, and/or drafting of a publication, they are not named as authors in the article or when filing a patent application in the case of ghost authorship. A distinct type of ghost authoring that isn't necessarily immoral is when a professional writer contributes to the writing of a paper (on a paid or honorary basis) but isn't a co-author in the final document. If necessary, such assistance should be thanked in the acknowledgement section. It is inappropriate to use pseudonyms or publish scientific works anonymously, because authorship must be transparent and require accountability. Surrogate authorship refers to situations in which papers are written or have been authored by someone else without the author having any original data. These papers are frequently published in 'predatory' or fictitious publications. These are unethical and criminal actions. Many research journals request and publish information about the particular contributions of each listed author in order to ensure that all those who were truly involved in a given research output receive appropriate credit. A wider adoption of this technique would help to eliminate unethical practices such as including or removing some people as writers while also informing readers about the precise contributions of individual authors. Authors are regarded as endangered animals in civilized civilizations, and they must be admired, coveted, honored, and cared for. Unfortunately, some Nigerian publishers treat their authors as if they were ordinary raw materials that may be thrown away at any time.

Authors, like publishers, are also investors. They have a right to honest returns on their investments as well. Writing is a profession in civilized nations, and authors can make a living entirely from their work. As a result, publishers must be truthful in their financial transactions with these

business professionals. It does no benefit for a publishing house if authors sue it or revoke the copyright to their works. When a publishing house's honor and reputation are tarnished as a careless and dishonest enterprise, it has already planted the seeds of its own eventual tragedy and calamity. Without a crop of intelligent, creative, and academic authors, no publisher can tackle the problems and prospects of publishing in the twenty-first century. Publishers who refuse to embrace information technology do so at their peril. Man strives towards social, cultural, economic, political, and scientific sophistication at all times.

The computer, which first appeared in the 1940s, had become a commonplace instrument in the data/information processing sector and other realms of human effort by 1960. The computer has the potential to govern all elements of human life in the twenty-first century. Publishing and publications will be almost entirely reliant on information technology. What are the consequences? The internet and the global web of electronic publication will receive more attention. As a result, since the 1960s, the usage of computers has resulted in a decrease in the use of paper for publication. Information is being transmitted from machine to machine in a progressive manner. We are currently living in the Information Age. In effect, the internet and the worldwide web can objectively remove paper-based communication because study findings, books, and other materials can be easily packed and distributed across lines, both locally and globally. Anyone who is addicted to the internet will have access to the entire world at his fingertips and will be able to ignore any publisher.

When two articles' hypotheses, data, arguments, or results coincide without being acknowledged, this is known as duplicate or redundant publication. This could be due to a similarity in the work of other writers, their findings, or their samples. The most serious situations involve a failure to

acknowledge the sources. Publishing previously published data, reusing tables and figures in later publications, publishing larger papers using previous smaller papers, publishing the same data in two papers (one with a clinical focus and one with a theoretical focus), and publishing the same paper under two names (one being the real author in his or her own country) are all examples of republishing.

Duplicate publication, on the other hand, is dishonest and causes three issues: it is unethical, it wastes resources, and it has negative consequences for future clinical and research decisions. Editors and readers of a published report want to be sure they're dealing with new and essential information, and they may be led to believe they are when they aren't. Duplicate or redundant publication deceives readers and undermines the journal's credibility as well as its ability to recruit high-quality contributions. Duplicate publication wastes resources by diverting time that could be spent on other projects¹⁹². Plagiarism is a big problem in publishing ethics, according to the majority of academic scholars. Plagiarism can take several forms, including stealing ideas and stealing texts (verbatim plagiarism).

Plagiarism is, without a doubt, a form of misbehavior. In the humanities and literature, where phrasing and eloquence are important, stealing parts of a book and rephrasing it is a serious problem. In the field of science, however, it is the scientific information itself that matters, not its eloquence¹⁹³. Photocopying is one of the most serious risks to intellectual property in Nigeria. Photocopying, or the reprographic replication of printed matter, has become so common that photocopied materials have almost supplanted printed texts and instructional materials that are protected under Nigerian copyright laws in various institutions of higher learning and establishments. Apart from piracy and plagiarism, which are by far the most common types of

unlawful reproduction of copyright works in Nigerian higher institutions, photocopying has surpassed all others and constitutes an even bigger threat. The reason for this is because photocopying has reached a point in the Nigerian school system where the market for printed works, particularly textbooks, is severely threatened.

Naturally, this is a major cause of concern for the publishing and related industries' stakeholders. This is due to the fact that duplicating copyright-protected materials without proper authority not only violates the rights of the rights holders, but it also deprives the rights holders and stakeholders of revenue that should have accrued as a result of the materials' use. It's worth noting that photocopying is not a criminal offense in and of itself. People have a true need for photocopies. This explains why the law acknowledges that individuals may create private copying of copyright-protected content. Unfortunately, because there is no clear distinction between "private use" and "commercial purposes" photocopying, users of copyright-protected works often hide behind this legal protection to engage in illegal photocopying. A close examination of the situation reveals that photocopies of these copyright-protected items can be found in Nigerian universities. The situation has been thought to be aggravated by the lack of awareness of the act and the scarcity, or in most cases, unavailability, of the documents to be photocopied. These, however, are not acceptable justifications.

In fact, current thinking and general knowledge is that if you publish a book for which the cost of photocopying the text is less than the cover price of the original text, you may fairly expect patronage of the photocopied version to be higher than the original text. The offenders and beneficiaries of this illegal crime fail to recognize that the rights owners and custodians are the losers for every copyright-protected material photocopied without necessary consent and payment

of compensation. From a broader perspective, society has lost because it has failed or neglected to safeguard intellectual property owners, hence discouraging creativity. Photocopying is, in a sense, the new piracy. Photocopying, unlike the effort to eradicate piracy, cannot be eradicated. It is pointless to try to limit or prohibit photocopying entirely, especially given the true need for it among individuals and the legal provisions that encourage it. But, while the phenomenon cannot be halted, it would be suicidal to ignore it because of the apparent harm it causes to intellectual property owners and stakeholders. As a result, it is critical to investigate the potential of seeking compensation from the act's beneficiaries for the owners of the violated rights. This is the focus of the Reproduction Rights Society of Nigeria, the country's only reproduction rights organization in print.

Reproduction Rights Organizations (RROs) have enhanced the availability of educational, scientific, and cultural printed works in numerous regions of the world by providing beneficiaries with licenses for large-scale photocopies of these resources. There is no exemption when it comes to reproducing. To be able to give photocopying licenses, it must first ascertain as much as possible the volume and quantity of photocopying carried out in Nigeria's higher institutions, with the goal of using the data as a basis for negotiations with the necessary authorities. The ultimate goal is to provide copyright-protected content users with licenses that allow them to use the resources legally. To clarify, a license in copyright law is a permission or consent granted by the owner or on behalf of the owner of copyright in a work to a person known as the licensee, allowing the latter to do what would otherwise be considered an infringement in exchange for payment of compensation to the owner¹⁹⁴. Such licenses often grant the beneficiary permission and cover to copy a portion of a publication in restricted quantities for the benefit of individual users.

The Reproduction Rights Society of Nigeria (Reproducing) recently conducted a pilot survey on the phenomenon of photocopying in tertiary institutions in Ibadan, Nigeria's educational and cultural capital, as a first step toward determining the volume and quantity of photocopying done in Nigeria's tertiary institutions. The purpose of the pilot survey was to offer baseline data and a clearer idea of the pattern that a national survey should follow. The pilot study's objectives were to determine the extent to which photocopying is done in Ibadan's tertiary institutions; to obtain information on the types and quantity of materials photocopied; to determine the types of users of photocopied materials; and to obtain fairly accurate data on the number of photocopiers used in Ibadan's tertiary institutions. The poll, which was conducted over a two-week period and included a 15-item questionnaire, covered seven tertiary institutions in Ibadan. University of Ibadan, The Polytechnic, School of Hygiene, Federal College of Forestry, School of Nursing, UCH, School of Nursing, Eleyele, and Adeoyo School of Midwifery, Ibadan are the institutes involved. The survey's findings are as scary as they are enlightening. To begin with, the photocopying phenomena has become so established and ubiquitous that many of the subjects reported being in the industry for 11-20 years, with a big proportion joining in the last five years. Naturally, this means a lot of photocopies are being made. Each Faculty at the University of Ibadan had an average of 33 photocopiers.

Second, how frequently do people photocopy documents? Data and information about photocopying in schools have been subjected to assumptions about frequency. The goal of the research was to find out and clarify this. The findings suggest that the vast majority of respondents photocopy on a daily basis. It's even more terrifying when you consider that photocopier operators can produce up to 2000 copies every day. Almost half of the operators said they make between

800-2000 copies per day on average. Given the vast number of photocopiers available in various educational institutions, this is not surprising. These findings are not only frightening, but they also confirm that photocopying is occurring at an alarming rate in Nigeria's higher institutions.

Finally, who makes photocopies and what are they used for? According to the findings, students and academic staff at postsecondary institutions are the key benefactors of the photocopying culture. It was also observed that textbooks, periodicals, newspapers, and lecture notes are the most commonly photocopied resources. The crux of the issue is this. Reproduction of copyright-protected materials on a large scale without permission and without payment of compensation to the rights holders is illegal and harmful to all parties involved.

Overall, it is clear from the findings of the pilot study that photocopying has gained prominence in Ibadan's higher institutions, as well as in our educational system. The findings of the pilot survey highlight the need for a greater understanding of the scope of the problem. Students and professors in Ibadan's tertiary institutions photocopy a large number of textbooks, periodicals, newspapers, and lecture notes, among other things. Naturally, they have a true need to copy in order to meet their societal contractual duties. However, the requirement must be satisfied within the confines of existing legal and moral frameworks. A society that refuses to acknowledge the law of copyright and intellectual property, as well as the necessity to respect it, is at odds with itself. In the end, it may be unknowingly undermining the society's knowledge foundation. The Reproduction Rights Society of Nigeria (Reproducing) is well-positioned to combat blatant and unjustified copyright infringement and intellectual property theft in Nigeria. The pilot survey is a first step in the right direction. With the establishment and clarification of some fundamental issues, the pilot survey's findings point to the need for a more comprehensive national survey to determine as much as

possible the actual quantity of photocopies made by students and academic staff in Nigeria's tertiary institutions over a given period. This would serve as a starting point for discussions with the appropriate authorities about the requirement for licensing and the price to be paid per copy per page.

Plagiarism occurs when someone else's work is duplicated and presented as the author's own. This is a highly unethical behavior that occurs routinely, and with all of the information now available on the Books, it has become more easier to accomplish and is occurring more frequently. Copyright Education and Information Commerce and Industry are undoubtedly areas where the Books have had a significant impact, but what about the core institutions of any society, such as education and knowledge production? The Books have had a number of consequences in this area, some of which are extremely alarming. Although there are more computers in schools than ever before, there is little evidence that they help students learn essential skills such as reading, writing, and maths. While having access to large amount of digital information is convenient, most students now regard libraries as outmoded institutions better known for their computer terminals than their book collections. As teachers at all levels of school will attest, students prefer to conduct research for their assignments by reading online rather than browsing the shelves of a library. In a similar vein, the Books have taken plagiarism into the internet age in two ways. For starters, electronic texts have made it easy for students to "clip and paste" published sources (such as encyclopedia articles) into their own writings. Second, while students could always hire someone to write their papers for them, it is now much easier to find and buy anonymous papers on the internet, as well as commission original term papers for a set fee.

Plagiarism is a major source of worry among academics. Plagiarism is both a moral and a legal concern. Plagiarism has existed for decades, but the Internet and the resulting explosion of knowledge has exacerbated the problem. Plagiarism is the act of misrepresenting someone else's work as one's own. Plagiarism is often thought of as duplicating someone else's work or taking someone else's original ideas. However, phrases like "copying" and "borrowing" can obscure the gravity of the act. Plagiarism is defined as taking someone else's words or ideas without crediting them; neglecting to put a quotation in quotation marks; providing inaccurate information about the source of a citation; and modifying words but duplicating the sentence structure of a source without crediting it.

Plagiarism can be classified into the following categories: The Photocopy, The Potluck Paper, The Self-Stealer, and The Labor of Laziness are all examples of ghost writers. Copy and Paste Plagiarism, Word Switch Plagiarism, and Reasoning Style/Organization Plagiarism are among the others. Plagiarism has been around for hundreds of years, but because of advances in information technology, it now has new and different tactics than in the past. Plagiarism was nearly unknown before 1990, but it has expanded over the world in recent years, causing concern with academics¹⁹⁵. There used to be only a few scientists who created knowledge, and some of them might only publish a few papers in their lives. There were few journals and scientists at the time who had trouble persuading the scientific community to accept their study designs and hypotheses due to tight peer review processes. Theft of ideas was an issue in the nineteenth century, which is why many discoveries and innovations were contested. However, the number of scientists, students, journals, and papers has significantly expanded in recent years. While the growth in the number of publications is not a concern, peer-reviewing of the papers is the main issue. A reviewer is

expected to have a thorough understanding of the paper's subject. But, with such a big number of articles to examine, will there be enough experts to do so? No scientist can claim to have read every specialist publication in his or her field of expertise, which allows certain plagiarists to take advantage of the circumstance¹⁹⁶.

In the early 17th century, Ben Jonson, an English playwright and poet, was the first to use the term plagiarism. Before copyright rules, it was difficult for authors to safeguard their works. Plagiarism increased in the 18th century, and by the middle of the century, copyright rules had been well defined and developed, plagiarists faced a shift in public opinion and strong ethical opinions towards plagiarism¹⁹⁷. This study intends to evaluate the principles, causes, and solutions to the issue of plagiarism in light of its prevalence in the scientific community and its disastrous repercussions on scientific advancement. Plagiarism in scientific literature is an unethical practice. Plagiarism requires a significant departure from commonly acceptable behavior in the relevant scientific community, which is done consciously and purposefully, and which can be proven with reliable proof. Plagiarism can take many forms, including stealing ideas and sections of texts. When an author exploits his or her own previously published work without admitting it, this is known as self-plagiarism¹⁹⁸. In the relevant literature, self-plagiarism is characterized in three ways: breaking a huge paper into a few smaller papers and publishing them separately, also known as salami slicing and republishing the same work; breaking a large paper into a few smaller papers and publishing them separately, also known as salami slicing and republishing the same work. Copyright, on the other hand, refers to the practice of advancing knowledge and useful arts by granting authors and inventors limited time protection through exclusive rights to their writings and innovations.

Authors of technical papers are frequently required to assign their work's copyright to the journal or publisher¹⁹⁹. Scientific integrity is dependent on the processes for producing and disseminating knowledge being honest and transparent¹⁹⁹. Republishing results involves declaring the same findings in two or more papers, several recalculations of the same findings in meta-analyses, and severe scientific errors²⁰⁰. Republishing that is done in a deceitful manner is unacceptably unethical. If editors, reviewers, and data end users find overlap between publications, they can make the appropriate decision.

Business success was formerly based on the ability to transfer goods and services quickly and accurately. Information has evolved into the gasoline that powers corporate success today. Information technology is described as the use of computer hardware, software, telecommunications, and digital electronics to process and distribute data. Information ethics¹⁶⁵ was the first topic to address ethical implications for ICT-related issues. This shows that the use of ICT is accompanied by an ethical agenda. As a result, individuals and organizations must use ethical caution when deploying ICT in their activities. ICT has had a massive impact on human relationships. ICT has aided in the enhancement of family relationships (e.g., mobile phones, palmtops, laptops, virtual conferencing, and so on), as well as the separation of family and friends (e.g., mobile phones, palmtops, laptops, virtual conferencing, and so on). In virtual communities, ICT has enabled new friendships and interactions.

If society wants to handle these workplace and other changes and development brought about by ICT, a vast range of new laws, regulations, norms, and practices are required. As a result, society must address the following ethical and social issues surrounding ICT use. Recognition for ICT-

related personal and corporate ethics, achieving a balance of ethical, economic, technological, and political considerations²⁰¹.

1. The question of intellectual property rights (trademarks, patents, copyright and trade secrets).
2. In the context of electronic information data mining, there is no breach of privacy or associated rights.
3. The ability to commit crime via ICT (computer crime).
4. Legal ramifications and restrictions
5. The ramifications of using ICT. obligations as a professional²⁰²

Information technology, as vital as it is in our lives, is confronting some severe ethical concerns, and it is up to IT specialists and consumers of information technology to be prepared. As more innovative information technologies enter the market, most IT specialists and users are unsure how to deal with the issues that these technologies present. One of the most serious issues confronting information technology is a lack of privacy, security, copyright infringement, and an increase in computer crimes. This has encouraged criminals to take advantage of IT users by exploiting the flaws in these technologies. Because information technology has accelerated the access and flow of data, many businesses and organizations are at danger of losing this information because skilled criminals may readily access it for personal gain. In addition, dishonest personnel can utilize information technology to archive their own goals, which can be detrimental to a company. IT isn't terrible in and of itself, but the way people use the tools offered by IT has created some severe problems. The following sections examine some of the ethical difficulties surrounding information technology. With instruments like the internet, the security concern is the most obvious. Hackers have discovered that as long as a computer or system is connected to the internet, they may easily

gain access to it. Hackers can easily gain access to a user's computer and acquire data using an IP (Internet Protocol) address. Furthermore, the widespread use of internet cookies, which collect information whenever we use the internet, has put IT users at danger of fraud and competing interests. These cookies are used by many large companies to determine which items or services they can market to us. When it comes to online banking, a hacker can simply disrupt the transmission of funds, causing all of the funds to be transferred to the hacker's chosen accounts, which affects both the bank and the client who uses online banking technology.

Copyright infringement is also a widespread problem with today's information technology, which allows users to access any information or artifact at any time. Many original creators of these works are losing credibility as a result of the rising development of book sharing networks and photo bookmarking sites, because users of IT may quickly acquire access to and share such data with others. Every day, new free books and file download sites appear on the Internet, and thousands of unique works, such as journals and books, are downloaded for free. In this example, one legitimate user will buy the book, software, web template, or music album and upload it to a free download site, where others will simply get it for free. Although this is excellent news for customers because it saves them money, it is bad news for the original creator of these works. Increased strain on IT professionals has also been noted as a problem. Because information technology systems must operate at all times, pressure is placed on IT experts to ensure that these systems are accurate and available. Many large firms that must function 24 hours a day may require a standby IT staff to deal with any difficulties that may develop, such as piracy, during the course of business. This pressure leads to stress and work overload, which can lead to inconsistency.

Piracy, or the unlawful copying of software, is a big issue; it is believed that almost half of all books on PCs are pirated copies. Publishers invest a lot of time designing books and coding them, therefore they need to be secured. Although some could argue that certain piracy should be allowed since it can help people become more computer educated. However, this is a highly serious issue for organizations, because it can considerably reduce profit margins¹⁷². File-sharing College students have been at the forefront of the growing recognition of intellectual property's importance. A digital Napster was an online file-sharing service that allowed users to share digital files of music. The issue was clear: book publishers were losing money because a single legal copy of a book was shared by numerous people. Although the record labels were successful in shutting down Napster, they were forced to deal with a new type of file sharing known as P2P (person-to-person). There is no such thing as a central administrator in P2P, as there was with Napster. In an attempt to discourage the millions of people who regularly used P2P software, the publishing industry sued the makers of the software and a few of the most prolific users, often students located on university campuses with access to high-speed connections for serving music and, later, movie files. Despite the fact that some P2P software producers have been held accountable for losses sustained by copyright owners, more creative ways for evading detection have been devised. The publishing and movie industries have devised sophisticated copy protection on their CDs to prevent hacking due to their inability to control file sharing.

A hacker is a person who is skilled enough to obtain unauthorized access to computer systems in order to find security holes. Hackers gain access to a system by breaking into it, or 'hacking' it. Hacking can be done for a variety of reasons, including the desire to harm a system or the desire to learn how a system works in order to profit from it. Alternatively, there may be a desire to

inform people that a system is insecure and needs to be improved. Some suggest that there are "hacker ethics" as a result of this. Hacking can create a moral quandary. This is due to the fact that reformed hackers' occasionally sell their services to help corporations protect themselves against other hackers. Hackers can't simply walk into a system like they can an unlocked door. Instead, it necessitates a great deal of talent. Hackers can use this talent to show that a system is insecure and needs to be improved. It may be argued that hackers play an important role in this regard. Many say that while hacking may result in certain advances, the disruption it creates is not worth it in the long run¹⁷³.

I.T. is associated with a slew of ergonomic and health concerns. Employers who are responsible and ethical will, ideally, take this into account, as should all employers. This includes things like how important it is to take enough pauses from using the computer and making sure the screens are compliant with the rules. Assuring that the chair and computer are properly positioned for the user, as well as providing foot rests as necessary. On these topics, some companies will provide particular guidance to their personnel. Many workers would suffer health problems directly related to I.T., such as back difficulties, eyestrain and eye infections, and Repetitive Strain Injury, if they do not have such ethical/moral awareness and take the appropriate action (RSI). Computer experts face job displacement and work pressures. Computers are altering the workplace landscape. Some people's occupations are becoming obsolete or requiring them to take on entirely new responsibilities, while others are experiencing increased levels of stress as a result of work constraints. Others, obviously, are reaping the benefits of having more satisfying professions, and knowledge, information, and I.T. skills are being emphasized more than ever before. All of these, however, certainly raise a number of ethical concerns.

The sale of books is the primary source of income for publishing houses. Piracy, or the illicit replication and sharing of intellectual materials through high-speed (or "broadband") internet connections, has become the publishing industry's worst nightmare. In the United States, the publishing industry, represented by the Publishing Industry Association of America (PIAA), went after Napster, a single file-sharing service that allowed users across the Books to access music files stored in the data compression format known as MP3 on other users' computers through Napster's central computer from 1999 to 2001. According to the PIAA, Napster users routinely infringed on publishing artists' copyright, forcing the service to be shut down. The faults were not as evident to users.

2.1.4 Evolution of Book Publishing in Nigeria

While the book's history is just roughly 500 years old, the concept of the book is far older. The papyrus roll, discovered in Egypt circa 3000 B.C., is thought to be an early predecessor of the contemporary book. Papyrus was a reed-like plant that grew in the Nile Valley and looked like paper. Scribes spread out papyrus sheets, wrote on them, copied a text on one side, and then folded up the completed manuscripts. The Egyptians also gave the Greeks the papyrus roll. They kept their rolls in massive libraries. In fact, the Greeks regarded the book as so significant that they began to rely on it rather than the memory of speeches (oral tradition) as the primary means of disseminating ideas to a large audience. Many enormous volumes are copied by hand at scriptoria, which are maintained by large libraries. Unfortunately, only a small portion of this material has survived¹⁷⁴. Apart from libraries, the Romans adopted the Greek concept of papyrus rolls, and a vast number of Romans, particularly those of the upper class, acquired writings. The popularity of their works sparked a small-scale Roman papyrus roll business. Slave labor was employed by

publishing firms to produce a large number of copies at a low cost. Surprisingly, these businesses served as prototypes for modern publishing in many ways. The manuscripts to be published or created were chosen by Roman publishing.

From slave-driven papyrus rolls enterprises to a random dwelling, it had been a lengthy journey. Part of the variance is due to the book's appearance (format) and the technology used to create it. Around AD 100, Christians produced the Codex, a document in which papyrus pages were tied together rather than rolled up, giving the manuscript the appearance of a book. This format allowed readers to rapidly locate a certain passage without having to unravel a vast roll, and also allowed writers to write on both sides of pages. The codex was followed by advancements in manuscript materials, including animal skins (vellum and parchment) and, by the 15th century, paper¹⁷⁵. Around 1300BC, the Chinese began making books out of wood and bamboo. Emperor Shih Hung Ti burned many books in 213BC, but some of them survived. In circa 190BC, a library collection struggle between Protemy V of Egypt and EumenesII of Pergamum resulted in the invention of the usage of animal skin. It was created when Protemy imposed a papyrus embargo in order to prevent Eumenes from expanding his library. Intriguingly, Johannes Guttenberg's innovation of the moveable type printing press was instrumental in the development of contemporary book publishing. Gutenberg's most famous creations, his forty-two lines bibles, are quite beautiful even by today's printing standards. The use of moveable type printing over woodblock printing was instantly recognized as a genuinely extraordinary technological advancement. His ideas were immediately adopted, and by 1500, printing presses had been erected in 242 locations throughout the world¹⁷⁶.

The Presbyterian mission established the first press in Nigeria at Calabar in 1846, which began the history of publishing in Nigeria. It was founded with the goal of spreading Christianity to new believers through the distribution of literature. Henry Townsend also established a second press in Abeokuta in 1859, which finally produced the first Nigerian newspaper, *Iwe-Irohin fun awon ara Egba ati Yoruba*¹⁷⁷. In the hands of colonialists, the missionary press was also cleverly employed as a vehicle for political dissemination. Later, renowned Nigerians such as Herbert Macauley founded the first indigenous newspaper, the *Lagos Daily News*, in 1925, the same year the *Daily Times* debuted¹⁷⁸. Oxford University Press (OUP), which is now University Press Plc, established a sales outlet in Nigeria in 1948. Many foreign-based publishing houses, such as Longman Green and Company in 1961, Heinemann in 1962, Macmillan in 1965, and Evans in 1966, were lured to Nigeria as a result of this action (Ihebuzor 2006). In 1963, the local office of OUP published *Ijala Ere Ode*, a Yoruba poetry genre by Oladipo Yemitan, which was the first book published in Nigeria by a foreign book publishing corporation. Many more home-based publishing houses, in addition to the international companies, were designed by local entrepreneurs. Fourth Dimension, Aromolaran, Ilesanmi, and a slew of others were among them. It is crucial to note, however, that book publication in Nigeria has continued to grow rapidly since¹⁷⁹. Because publishing is a thriving and generally healthy industry, there is a need to distinguish between different sorts of books. Education and professional books are significant examples.

Education and professional books are primarily concerned with training, and the majority of them are distinguished by their use of pedagogy (learning materials), which includes elements such as learning objectives, chapter summaries, discussion questions, and so on. Corporate training manuals, college course packs, online versions of textbooks, and text-related video are all

examples of this type of book. People who work in industries, corporations, government parastatals, and non-governmental organizations are familiar with this type of book. Higher education material books, in particular, are focused on instructing students in colleges and post-college study. These books are useful for academic research in discovering new findings in a variety of fields.

The 149th edition of El-Hi Textbooks is said to be the go-to resource for students in elementary, middle, and high schools. Increased orders for El-Hi textbooks stemmed from the regular growth in the number of students in the educational system. These types of books make it easier for people to commit to improving education at the state level. It enables district schools to continue purchasing textbooks and materials that entail assessing and testing pupils' understanding based on the texts. Publishers of consumer novels aimed their products squarely to the general audience. They are interested in readers' personal lives. Informal teaching and non-educational genres, such as romance novels, humor books, and travel books, are important aspects of consumer book publishing outside of their responsibilities as students and highly skilled professionals.

Outsourced corporate books are books that enable persons in the working class stay current in their fields of expertise while also advancing their knowledge to the next level. Outsourcing involves paying someone else to teach a book publishing company staff rather than doing it in-house. Many firms have funded educational endeavors, whether in a classroom setting or through internet-based programs. Trade books are general interest volumes that include both fiction and nonfiction, and they are primarily marketed to consumers through traditional and online bookstores, as well as libraries. Mass market paperback books have a fixed size, a flexible cover, and are smaller and

pocket-sized. They are primarily intended for sale in newsstands, drugstores, bargain stores, and supermarkets.

The impact of book publication on society is enormous. Publishing is a serious industry, a barometer of a country's education, one of the foundation stones of cultural growth, and a vital indicator of progress¹⁷⁶. The following are some of the main impacts of the publishing sector on society: Publishing as a business makes a significant contribution to the country's economic growth¹⁷⁶. It is a significant economic initiative that promotes literacy growth in science and technology, as well as humanities, sociology, medicine, law, and politics. Of course, it serves as a barometer for the country's socioeconomic development. Manuscripts are taken into consideration because of their profit potential. Because a publisher must make a profit, it is critical that he maintains a business mindset at all times. Publishers collaborate relentlessly with the sponsoring editor, who must persuade his organization's editorial board of a book's commercial feasibility before it can be published. Cost of production, cost of editing, author royalties, cost of promotion, overhead cost, and others are all factors to consider when calculating the cost of a book. All of these, however, are focused toward increasing business revenues. Book publishing, as a development tool, promotes literacy, which accelerates national development. The significance of books in the process of national integration cannot be overstated¹⁸⁰. The quality, amount, and diversity of books produced by a society, according to the researcher, are essential indications of that society's level of development, intellectual sophistication, technical innovation potential, and industriousness. It has been proved that book publishing is an excellent medium for personal development and a positive shift in people's behavioral attitudes¹⁸⁰. Regardless, book publishing is the nerve center of education, and it aids people in gaining complete control over their surroundings. Nigerian nationalists, for example, were able to confront and agitate for

independence thanks to their western education. Development is a social change process that involves a large number of people. Its goal is to help the majority of people achieve socioeconomic and material growth, as well as improved quality, freedom, and other desirable attributes, by giving them more control over their environment¹⁸¹.

Book publication, as a cultural foundation, contributes to the preservation and enhancement of cultural heritage and values. A group of people's culture is defined as their way of life. Its main drivers are customs, tradition, language, and the arts; its components include subjects like as history, political science, philosophy, language, anthropology, and others. Our cultural values have flourished as a result of the publication of books in various academic fields. Our well-known authors, including Wole Soyinka, Chinua Achebe, Akinwumi Ishola, Adebayo Faleti, and others, popularized several Nigerian artifacts, songs, and proverbs through their literary works. These creative works have evolved into a medium of instruction that is now used to counsel today's youth. To summarize, book publishing guides culture toward civilization by reflecting and enhancing people's awareness of their society's conventions, traditions, norms, and values.

Book publishing, as a source of employment, emphasizes the fact that unlike their counterparts in the movie business or other fields of human activities, publishers have not been glamorously portrayed. When it comes to gainful employment, this does not make the industry a toothless bulldog¹⁸². Many young graduates and professionals who studied similar courses can find work in the publishing industry. Publishers, manuscript acquisition people, literary agent editors, designers, artists, typographers, printers, binders, marketers, sales agents, promotion officers, public relations officers, and a variety of other positions are readily accessible.

As a form of record-keeping, book publishing suggests that the publication of books in any academic field is a record preserved for future generations. Books that were published hundreds of years ago are still used as sources of information. If our oral heritage were to be published, for example, the majority of it would have been scientifically evaluated and standardized. The activities of the Prophet Mohammed and Jesus Christ, which have been recorded and published, have aided the practice of Islam and Christianity today. As a result, whatever is published today becomes the book of tomorrow's accepted norm.

Scholars in the field of book publishing in Nigeria have identified some of the issues that have plagued the sector. Researchers have examined the obstacles that are stumbling blocks to the industry's progress in Nigeria¹⁸³. Rather than subsiding, the problems are becoming increasingly unpleasant and dangerous. Finance, government, the economy, a lack of reading culture, piracy, infrastructure decay, a scarcity of competence, and technology are all examined further. Publishing is regarded as a capital-intensive business that generates minimal return. As a result, most publishers struggle to raise sufficient revenue to support their operations. Furthermore, financial institutions, like businesses, are often hesitant to lend money to publishers for fear of not making the expected profit or, worse, losing the money entirely. The financial institutions' approach has weakened the financial strength of the publishers, making operations harder for them and resulting in a low turn-over¹⁸⁴. The government's stance toward the development of Nigeria's book publishing business is not encouraging. Industry policies are not adequately implemented, and there is a lack of adequate monitoring. The government has not been acknowledged to be important drivers and enablers in the book publishing industry at any level. These policies change as frequently as women's fashion in clothing, but with far more destructive consequences in terms of

publishing efforts¹⁸³. It should be emphasized that successive governments' constant rewriting of policies has a significant impact on the publishing industry. For example, the transition from the 6-5-4 educational system to 6-3-3-4 and now to basic 1-9 appears to demonstrate a lack of seriousness on the side of the administration.

The country's economy is in chaos, and any publisher's efforts to stay afloat are futile. To make matters worse, the Value Added Tax (VAT) was implemented in 1996, imposing a significant levy on imported printing materials like ink, plates, sheets, films, and boards, as well as the purchase of machineries¹⁸⁵. The high cost of production is a result of the weak economy. The country's high production costs are rising even faster, exacerbated by the country's frequent power outages. Reading culture and attitude are dwindling by the day, particularly in this digital age. In Nigeria, reading is mostly for the purpose of passing an examination or obtaining a credential. The spine of the publishing industry's growth and development is a good book reading culture¹⁸⁶. The market for book publishing in Nigeria is particularly limited, as Nigerians' attitudes toward reading habits are discouraging¹⁸⁶. In Nigeria's publishing industry, piracy has become a way of life. It is eroding the profit margins of publishers. Several claims of book retailers conspiring with pirates and pirating bestselling titles at outrageous prices¹⁸⁶. As a result, publisher stocks have slowed, while pirates have increased their patronage. Unfortunately, the government and regulatory authorities such as the Nigerian Copyright Commission, the Nigerian Book Publishers Association, and others are yet to find a long-term solution to this vexing problem. In general, Nigeria's infrastructure is in a deplorable state of disarray and despair. The power sector, which is the driving force behind industrial expansion, is paralyzed, water has long since vanished, and roads are in a deplorable state, while railways are rapidly disappearing¹⁸⁷. Industrialists must now construct and build their

own infrastructure in order to meet the demands of their customers. Furthermore, the two major paper producing enterprises in Akwa Ibom and Ogun States, Okuiboku and Iwopin Paper Mills respectively, are both dormant; publishing materials must be imported at a high expense. In Nigeria's book publishing sector, technical expertise is lacking in several departments. As a result, there are poorly-edited, poorly written, and sub-standard books on the market.

The industry is unable to meet the financial needs of these professions in terms of salary, allowances, housing, welfare, and a variety of other factors. Furthermore, the profit margins on book publication are ludicrous, which significantly impedes efforts to incorporate expertise into the processes. Globally, the book publishing process is evolving; technology has revolutionized its operations, and the impacts can be seen all over the world. That is why the traditional method of book publishing has evolved. In the developed world, modern equipment makes book creation easier and faster. The Nigerian publishing sector is suffering from epileptic technology, and there is an urgent need for Nigerian publishing book publishing firms to acquire current technology in order to compete with the worldwide trend¹⁸⁸.

Civilized society long ago acknowledged that a nation's fate and destiny are inextricably linked to its citizens' mental health. "The worth of a state, in the long run, is the worth of the persons who compose it; and a state which postpones the interest of their mental enlargement, and elevation," wrote J.S. Mill, a renowned English philosopher. a state that dwarfs its citizens... .. will discover that nothing significant can be accomplished with tiny men¹⁸⁹.

If universal education is a catalyst for change, books are the lubricants in the process of people's mental growth and elevation. Books are now universally recognized as touching every element of

human civilization, interpreting the past and present, forecasting the future, conveying important information, and portraying life as it was, is, and can be imagined. As a result, printing has served as a learning instrument, a knowledge preserver, and a literary medium. Books were the most common mode of communication until the invention of radio¹⁹⁰.

The importance of books as the most reliable and convenient means of communication ever devised by man was also emphasized¹⁹¹. For the first time, the human mind was able to conquer time and subsequently space. Thanks to the book.” Books are, of course, fascinating neighbors, confidants, needy companions, and, yes, counselors, educators, instigators; in other words, builders and destroyers. It's no surprise that certain uncivilized countries despise books and innovative authors. Books, unfortunately, rarely die since they frequently outlast their authors and persecutors. In fact, publications that have been banned in the past have had higher sales. There are many different types of books, just as there are many different types of authors and publishers: good books, bad books, foolish books, wise books, provocative books, libelous books, seditious books, instructive books, religious books, obscene books, fraudulent books, and so on. If publishing in Nigeria is to exist at all, let alone confront the problems and opportunities of the twenty-first century, each publishing business must undertake repeated re-evaluations and difficult decisions.

If a publishing business is to have the confidence and stamina to face the twenty-first century, it must first figure out its legal situation in terms of ownership. The legal position of all publishing houses is not the same. Some are public limited companies (e.g., University Press Plc, Learn Africa Plc, and so on); others are privately owned; some are initially owned by a group of shareholders but have since been divided; some are family-owned with all the domestic implications; and still

others have no clear legal status. Financial resources, management and control, boardroom politics, corporate planned objectives and policies and how to achieve them, capital investment, recruitment of employees and their discipline, publisher/author relationship, and so on are all legal ramifications of ownership status. Even when things appear to be going well, many African enterprises do not survive their owners or the initial primary characters since there are usually no legally defined succession procedures or stability measures in place. Any little or significant ownership dilemma usually resulted in the publishing house's dissolution or decline. Certainly, some publishing houses are victims of their historical origins and evolutionary circumstances. Some began as distribution agents for foreign publishing houses and ultimately evolved into Nigerian divisions of the parent companies. Authors and other publishing professionals have gotten mixed up in the web of relationships between the Nigerian subsidiaries and the parent company, resulting in legal battles over royalties, financial transfers, rights and reprints, and other concerns. Even those that claim to be owned by indigenous peoples lack both age and experience. However, it is past time for publishing house management to establish an effective management style capable of meeting the problems and opportunities of the twenty-first century, rather than relying on trial and error without a clearly defined legal standing.

Publishing house management is getting increasingly complicated, technological, and professional. The demands are difficult to meet. As many Managing Directors have learned the hard and painful way, old methods may no longer work in the face of new reality. Staff loyalty and commitment can no longer be taken for granted. The majority of people are aware of their fundamental rights and are willing to go to court to enforce those rights, much to the chagrin of publishing houses. It is fairly uncommon for a few employees to use extra-large tactics to settle

scores with senior management personnel, such as charms, damaging rumors, slanders, petitions, and so on. Confidentiality isn't exactly valued. Even before the conference is over, decisions and arguments in boardrooms and management meetings are widely circulated. A divided house will eventually fall apart and become uninhabitable. Honesty, fairness, dependability, openness, positive genuine human relations, accountability, and dedication by top management officials are no longer credible substitutes for: constant self-appraisal of administrative styles, serious up-dating of management skills, constant self-appraisal of administrative styles, serious up-dating of management skills, honesty, fairness, dependability, openness, positive genuine human relations, accountability, and dedication by top management officials.

Corrupt, deceitful, deceptive, arrogant, pompous, and self-centered Staff loyalty, commitment, and dedication make it impossible for Managing Directors and Managers to achieve. The Managing Director and Managers are at the heart of the publishing house's specified policy. He can't afford to stay cooped up in the office all day, living in a fool's paradise, or rely entirely on circulars and memos, oblivious to the difficulties, feelings, and concerns of the publishing house's personnel through direct contact. However, facing publishing in the twenty-first century will be impossible without a dynamic, credible, and results-oriented management organizational structure. As a result, many publishing houses should be cleansed and restructured in order to cope with the numerous issues that will face publishing houses in the twenty-first century. A few publishing houses undergo regular but unplanned internal administrative restructuring, resulting in the creation of new divisions, sections, and titles. They are, however, far from having enough to achieve the desired results. For development, growth, and expansion, senior management (and other staff) must be trained and retrained; internal monitoring and quality control must be implemented to prevent fraud, indiscipline, indolence, rumour mongering, and other issues among employees. It

is easier to demolish than to construct. A single policy blunder can be deadly to any business, especially when it comes to money.

Publishing is unquestionably capital-intensive, requiring a variety of inputs to get books written, distributed, and sold. In terms of import control, Value Added Tax (VAT), and bank interest rates, government fiscal policies do not favor publishing businesses. Firm credit is scarce, and only a few publishing businesses can afford to pay the exorbitant interest rates on loans and overdrafts. Because book sales in Nigeria are seasonal, shareholders, printers, authors, landlords, contractors, and paper merchants line up cap in hand for the majority of the year to collect their dues from publishers; there are also internal claims, salaries/wages, electricity, and telephone bills to be settled. Sales departments, which often receive a long list of requests for vehicles, trucks, maintenance bills, and other items, are also experiencing a decline in sales. Because every company involves risk, publishing firms have their fair share of scandalous or legitimate agreements with persons, writers, organizations, or government agencies that finally come to a halt. In such business bursts, millions of Naira in investment and projected profit are wiped away overnight. Every publishing business must deal with internal fraud, sabotage, and bold face thievery because no human organization is holy.

In terms of finances, this is hardly the best of times for publishing houses. Due to the fact that there is no silver lining in the Nigerian economic book publishing firmament yet, each publishing house must sit down and devise its own financial policy. Since they are trustworthy enough to be quoted on the Nigerian Stock Exchange, a few publishing businesses have gone public by raising cash in the capital market. Others rely on their "owners," whose erratic attitudes and moods, other commitments to other companies, and financial strength could spell death for publishing houses

that urgently require life-saving blood infusions into their nerves and cells in order to survive into the twenty-first century. Others are living on borrowed time, treating each day as if it were their last! The twenty-first century is a dream and a hope to them, and they believe that 'God can still work His miracles and wonders' to save them from extinction. Publishing in the twenty-first century may be a mirage for many unless each publishing business has a good financial policy.

2.2. Framework/Theoretical Review

The Balanced Score Card (BSC) Theory of Organizational Performance is the foundation of this research. Other theories for describing organizational performance, such as the Resource Based View (RBV) hypothesis, were also considered because they have been used to explain organizational performance in the past²³⁵. Other technological innovation theories, such as Technological Determinism Theory and Innovation Diffusion Theory, were examined. Finally, the Utilitarianism Theory was examined in order to better comprehend ethical difficulties in book publishing companies.

2.2.1 Balanced Score Card Theory of Organizational Performance

Kaplan and Norton (1992) used the Organizational Performance Balance Score Card (BSC) Theory for Performance Measurement to understand the dependent variable in this study. The Balance Score Card (BSC) Theory was proposed by Kaplan and Norton in 1992. The idea proposed four angles for evaluating a book publishing company's performance: Financial, Customer, Internal and Learning and Growth perspectives.

Strategy Map – The 2nd Key Visual Language used by CEOs

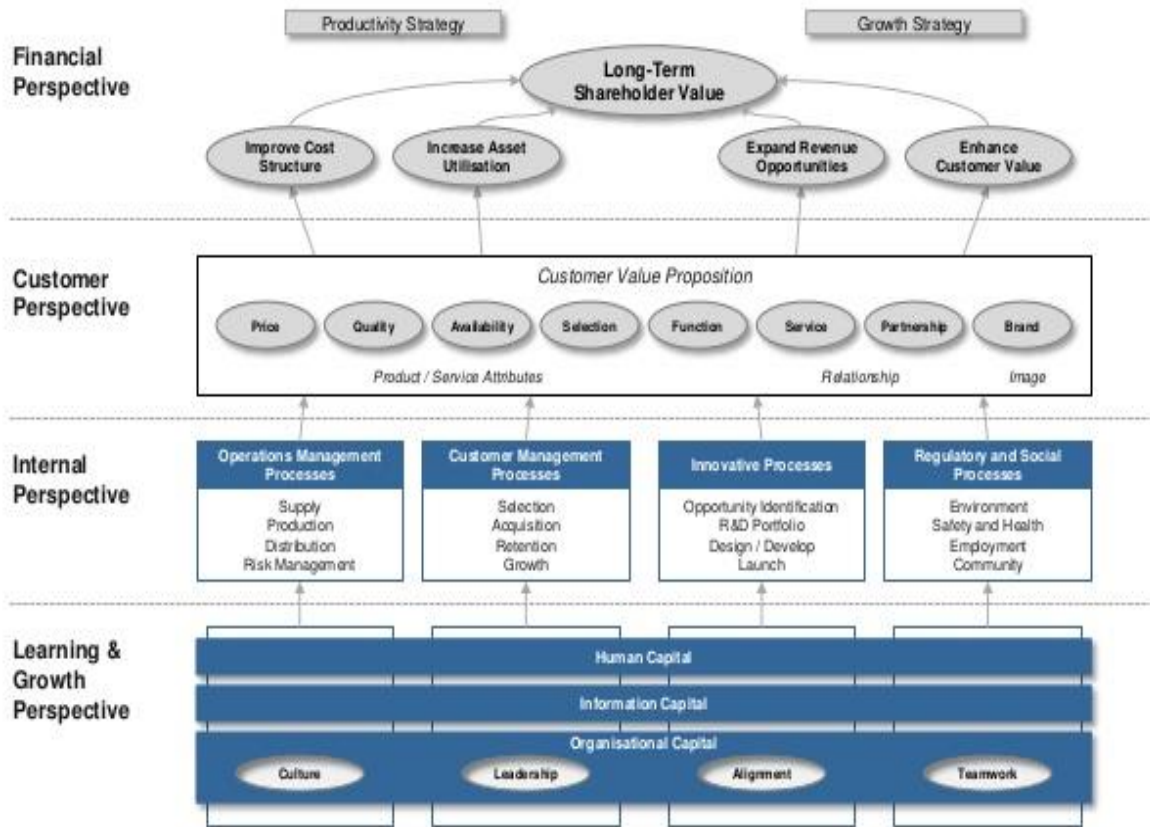


Figure 2.1 Four Perspectives of Kaplan and Norton's (BSC) to determine performance of a book publishing firm.

The financial perspective of a book publishing firm is centered on elongated goals of a book publishing firm, which are productivity strategy and expansion strategy, as shown on the diagram showing the (BSC) theory. Quick development, sustenance, and harvest are the indices it has. The harvest stage is concerned with cash flow analysis, while the growth stage is concerned with sales volume, return on capital working, and net profit rate, among other things. These monetary measures are equivalent to those used in modern performance measurement in the real world. The

customer viewpoint assesses how satisfied customers are with a book publishing company's products or services. Market share and customer retention or acquisition are the two activities that can be separated. The ratio of a certain product's sales to the total sales of that product in a given market is known as market share. In terms of sales revenue, sales volume, and customer count, it can be limited. Existing customers are connected with customer holding. It can be assessed by comparing the total number of clients against the number of old customers. The retention of an existing client reflects the customer's level of satisfaction. It also halts the book publishing company's ability to provide high-quality goods and services, as well as the success of their delivery and overall client happiness.

The internal perspective focuses on the internal business results that lead to financial success and customer satisfaction. Organizations must recognize the essential business processes at which they must excel in order to satisfy organizational objectives and customers' expectations. The outcomes of these essential procedures are monitored to ensure that they are reasonable. It can also refer to the procedures or mechanisms that are used to meet performance objectives. Internal perspective is primarily concerned with product and manufacturing process innovation. The goal of the innovation process is to find out what matters to customers so that the created operation can produce the required product. The opportunity documentation, research and growth collecting, design and advancement, and introduction of the innovative product are all part of the inventive procedures. The final point of view is that of organizational learning and development. This point of view considers employee abilities, the usefulness of information systems, and the qualities of organizational orientation as they relate to achieving organizational goals. This viewpoint will only flourish if the book publishing company has well-trained and enthusiastic personnel who are given

accurate and timely information. Employees may be asked to take on totally new tasks in order to deal with changing supply and consumer expectations, which may necessitate skills, competencies, technologies, and organizational designs that did not exist previously. Employee happiness, innovation, effective service delivery, profitability, and teamwork are some of the aspects that an organization should focus on when examining organizational learning and growth as it relates to the performance of a book publishing firm.

Some of the measures put in place for the framework of organizational performance include the introduction of technological innovation practices, effective and efficient manpower and apparatus resources, workable organizational configuration and control, actual operational procedures, and international effectiveness. When these characteristics are examined closely, they may be shown to have a tight relationship with some of the dimensions proposed by the Balance Score Card theory to measure performance. For example, technology has a strong link to innovation processes, which is linked to the theory's internal perspective. How inventive and technologically advanced stockbroking and book publishing companies are will help them perform better and reach global standards in their daily operations. Employee happiness and teamwork may be linked to manpower and equipment, which is another metric for measuring the performance of book publishing companies. Teamwork and employee happiness are non-financial criteria that could be used to assess the performance of book publishing companies, according to the Balance Score Card hypothesis. In the case of some book publishing corporations, teamwork or collaboration, as well as employee happiness, will allow managers to study the flaws that their organizations may be suffering in terms of why employees are not giving their all to the organizations they work for. Lack of pay satisfaction, rapid and timely promotion at work, a poor working environment, and a

circumstance in which managements of companies do not encourage collaboration to complete various tasks may all have a negative impact on the performance of stockbroking book publishing firms.

The methods put in place to reposition the performance of book publishing enterprises include organizational structure and governance, effective procedures, and global competitiveness. According to the Balance Score Card hypothesis, organizational structure, governance, effective procedures, and competitiveness are all linked to alignment and organizational culture. Organizational alignment, according to the literature, is concerned with an organization's strategies and hierarchical structure. The organizational culture of stockbroking book publishing enterprises may also be linked to effective procedures and competitiveness. In the sense that effective processes may be concerned with the required mechanisms put in place in an organization to achieve positive or high levels of performance in the stockbroking book publishing enterprise. The BSC theory will be applied to the research of book publishing enterprises' performance levels. The performance level of book publishing companies will be measured using selected parameters connected with the measurements. Level of innovation, successful service delivery, employee satisfaction, and teamwork are examples of these metrics. These metrics are also included in the Balance Score Card theoretical diagram, which can be found under the internal perspective and the learning and growth perspective.

A collection of benefits/advantages and strengths of the BSC for organizations is mentioned in several articles. The capacity of the BSC to generate strategic learning, providing a global vision of organizational performance and favoring the understanding of organizational objectives, minimizing the overload of information by limiting the number of measures used through four

perspectives, is, in the opinion of its creators, the most innovative aspect of the BSC (financial, customer, internal processes and learning and growth). In this way, it acts as a control system by exception, forcing managers to focus entirely on the most crucial set of measurements for the organization's performance. Researchers, acknowledged this issue in their study ^{203,204,205}. As a result, the BSC is set up as an ideal tool for management control change, capable of providing a framework, structure, and language for communicating the mission and strategy, as well as using measurements to inform employees about the factors that have contributed to current and future success. ^{206, 207, 208, 209, 210, 211, 212, 213, 214, 216, 207, 208, 209, 210, 211, 212, 213, 214}.

The BSC, according to these authors, improves an organization's ability to implement strategy and improve performance by overcoming the limitations of purely financial indicator systems, clearly portraying value creation processes and the critical roles of intangible assets, i.e., it describes numerous indirect links necessary to connect an organization's improvements in intangible assets with its financial performance. When managers use the BSC to build strategic initiatives, they are able to focus on issues that encourage growth rather than just cost-cutting and efficiency²⁰⁹. As a result, the BSC provides a more comprehensive and complex analysis of organizational performance, configuring a system of indicators (leading and lagging) that allows for an integrated holistic vision, allowing organizations to focus their efforts, define and communicate priorities to managers, employees, investors, and customers. Furthermore, the BSC's primary benefit over traditional scorecards is the internal consistency created between strategic objectives and indicators. The BSC has the virtue of having a small model that, when implemented correctly, allows you to:

1. Give management command over strategic dimensions.

2. Clearly communicate each employee's particular contribution.
3. Discuss the advantages of investing in the development of skills, improving customer connections, and investing in information technology (IT)
4. Make it possible to create possibilities for methodical learning (by focusing on critical success factors for the organization).
5. Make staff aware that not all decisions will result in quick advantages or cost reductions;
6. Demonstrate what the organization can do to complete the information presented in financial reports²¹⁵.

In brief, the BSC can serve as the "cornerstone" of an organization's management system by assisting in the clarification and updating of the company's strategy and vision (obtain consensus on the strategy and vision to follow and a greater degree of uniformity between the different opinions). It can also help translate an organization's mission and strategy into actual activities and a set of indicators that show whether or not the objectives were met, as well as the reasons for the results obtained. Facilitate internal communication of the strategy, vision, and strategic objectives (explain clearly the path to take and how to increase performance across the board, and link strategic objectives and indicators through cause-effect correlations);

1. Make better use of existing resources;
2. Encourage the achievement of goals without creating inequities among potential success elements;
3. Align personal ambitions, as well as those of departments and units, with the business plan (favoring synergies and the formation of a cooperative spirit);

4. Connect strategic objectives to long-, medium-, and short-term goals, as well as annual budgets (assigning the resources needed to fulfill the goals);
5. Promote improvement programs such as process re-engineering and comprehensive quality management (without the BSC, these programs could focus on processes that aren't vital to strategic success, preventing the intended financial outcome from being achieved);
6. Encourage visualization and keep track of the results (the BSC isn't a static model).
7. Allow teams and other members of the company to focus on the organization's strategic goals;
8. Obtain feedback that promotes continuous learning and improves strategic development, as well as the identification of new initiatives and the regular and systematic assessment of strategies;
9. Create a coherent structure of strategies, objectives, goals, and indicators to enable the development of a dynamic strategic plan by identifying and aligning actions that lead to strategic objectives.
10. Instill trust in the performance-based reward system (quantifying and clarifying the evaluation criteria).

The BSC has been successfully used to manage the long-term plan, according to research conducted by many writers. The BSC highlights the strategic importance as a framework for future action around which to focus all of the organization's resources²¹¹. This means that the entire organization contributes to the achievement of strategic objectives through the use of indicators, goals, initiatives, and personal alignment, emphasizing through the perspectives that not only financial measurements that reflect past results are important, but the engine of future success, i.e.

customers, internal processes, resources, and grunt work, must also be measured. As a result, it will be possible to visualize strategy deployment through the creation of strategy maps. It's also worth noting that the BSC's cascade process "captures" the synergy and dedication of individual personnel, directing decision-making toward achieving the business objective. In this vein, it has been suggested that the BSC's main benefit is the visualization of strategy, structure, and organizational vision in the core of the organization, which entails an integrated combination of traditional and non-traditional performance measures, management's focus on the entire business process, and ensuring that current performance is in line with expectations. The authors believe that the BSC's originality lies in the elements' simple and integrated design, which focuses directly on the demands of the business. Thus, the BSC facilitates the definition of the strategy in operational terms and allows for a simple description and effective communication, allowing for systematic dialogue on strategic issues among organization members, the strategy's link to people's and departments' activities, and continuous evaluation of strategy achievement^{217; 218}.

Creating and releasing a BSC is a great way to talk about, explain, and document the company's strategy, sparking a debate about what the company's goals are and how they should be met²¹⁹. As a result, it plays a critical role in the information offered to managers, particularly knowledge of the strategy's execution level and specification, as well as the causes of any potential deviations. According to another viewpoint, the BSC has developed to place greater emphasis on the capacity to execute, implement, and follow a strategy than on the strategy's quality²²⁰. This is a new and unusual phenomena, and strategy implementation is now regarded as the most essential component in evaluating a firm and its management.

Managers' perceptions of organizational management have shifted as a result of the BSC theory²²¹. They began to think of the organization as an integrated and coordinated collection of operations, relating the strategy to performance metrics and compensation to the strategy and measures. In this way, introducing the BSC theory improves the capacity to develop strategies and improve their quality (by reducing strategic objectives and preventing omissions), allowing them to be disseminated at lower organizational levels (by encouraging participants to actively discuss the strategies)²²². Once the situation of reaching strategic objectives is understood and the results are reflected in performance evaluations, the strategies will be more successful than before. The BSC is used by organizations to overcome certain challenges relating to strategy and implementation that still remain in many businesses²²³. The BSC aspires to be a strategy clarity tool as well as an information tool throughout the organization and even outside of it.

In contrast to the foregoing, the BSC aids in the simplification of management and decision-making processes by prioritizing objectives and initiatives and promoting internal learning, particularly in the integration and coordination of a set of elements that connect strategy and organizational actions²²⁴. The BSC provides substantial opportunity to define, communicate, and implement the strategy, particularly through strategic maps that depict the cause-and-effect links between the various strategic objectives²²⁵. As a result, a strong BSC is also a vehicle for internal communication, and it should not be kept hidden by management, but should be shared with all employees, whose work will be enhanced by their increased understanding of the company's strategy and how their work affects it.

The BSC is promoted as an outstanding program that allows mission and strategy to be linked to performance measures and strategically connected actions. The BSC, in reality, can be a useful tool for managers. To begin with, it establishes a physical link between the mission and the organizational strategy, which can boost employee morale, which is a key component of the entire process. Second, the BSC requires participation from all levels of the company in order to achieve a common goal and foster a cooperative culture. Finally, the BSC aids in the improvement of communication and visibility between senior executives and lower-level workers. In this regard, the BSC enables firms to develop a high-performance culture by promoting the alignment of key indicators with the company's strategic objectives at every organizational level^{226, 227, 228, 229, 230}.

Strategic alignment enhances understanding of organizational capacities, working group objectives, and the link between decisions, actions, and strategic objectives, allowing customers' relationships to be redefined and basic business processes to be reengineered^{231, 232}. At the same time, the BSC offers a number of unique features in comparison to other strategic management models, including the way indicators are organized and aligned, the ease with which they can be disseminated within the organization, allowing people to learn about strategic frameworks without jeopardizing the confidentiality of some aspects, and the utmost flexibility. The BSC's main benefit is the combined design of all essential business sectors, as well as the discovery of the action sequences that lead to success²³⁴.

2.2.2 Resource Based View Theory (RBV)

In studies of organizational performance, the Resource Based View (RBV/RBT) theory has been widely used²³⁵. The RBV refers to an organization's unique resources and capabilities that set it apart from other businesses in the same industry. The RBV also aims to answer the question of

how companies might get a competitive advantage over their competitors and improve their overall performance. According to the RBV, an organization's achievements are dependent entirely on its internal features. Organizational internal attributes include both tangible and intangible assets, as well as capabilities (internal knowledge and competencies)^{236;237}. Similarly, the RBV believed that an organization contained a variety of organizational resources, including assets, capabilities, processes, managerial competencies, technical resources, and knowledge resources²³⁸. These resources and competencies improve organizational performance and serve as the foundation for gaining a competitive advantage²³⁸. RBV assists an organization in recognizing its unique internal resources, which not only improves organizational performance but also gives the organization a competitive advantage²³⁹. Furthermore, the body of literature recognizes the relevance of RBV in the banking sector and has proven a favorable relationship between internal organizational resources and bank/organizational performance^{235, 240}. Strategic orientation, organizational culture, and organizational commitment have been described as the organization's unique internal resources and strategic attributes that help it achieve superior organizational performance and a competitive advantage over competitors in the following literature^{235; 240; 241; 242; 243; 244}.

According to a study, a book publishing firm's upper hand and improved execution may be demonstrated by using profitable, unique, non-substitute, and incompletely imitable assets²⁴⁵. A major asset or collection of assets enables a business to close gaps and reduce risks in its current state. An uncommon asset or collection of assets is one that is not controlled by a large number of people. A non-substitutable asset, or a collection of assets, is one for which a proportional asset cannot be made by a competing organization(s). A plethora of assets is difficult to duplicate or is repeated after a significant expense²⁴⁵. All talents, resources, hierarchical procedures, learning, and

data held by a book publishing corporation are to be included in these assets. Assets may only increase the value of a book publishing company if they are used in a way that considers the constant changes that occur outside of the company²⁴⁶. Assets can also be classified as significant or elusive²⁴⁷. Technological innovations have a set of desirable practices that have been achieved through the use of efficient technologies. Desirable practices will aid technological functions in delivering high-quality services and sustaining exceptional performance²⁴⁸. As a result, technological innovation frameworks are RBV-friendly resources since they lead to better service delivery and performance.

Higher levels of bonding between technical breakthroughs and sustainability, according to this study, are strongly related to an organization's success and profitability. Government agencies establish capabilities for greater organizational performance under RBV by utilizing technology innovation approaches. This theory is significant because it recognizes organizational procedures, close working relationships, and information sharing as resources that help organizations operate better. When resources are handled in such a way that their consequences cannot be copied by competitors, a book publishing firm's Resource Based View (RBV) explains its ability to deliver sustainable competitive advantage, which ultimately builds a competitive barrier²⁴⁹. According to RBV, a book publishing firm's long-term competitive advantage is derived from uncommon, valuable, inimitable, non-tradable, and non-substitutable resources, as well as the firm's special capabilities^{238; 250}.

A book publishing firm may gain a lasting competitive advantage by possessing unique resources that cannot be simply bought, transferred, or replicated, while also adding value to the book publishing firm while being rare^{250; 251}. It also emphasizes the reality that not all of a book

publishing firm's resources contribute to the firm's long-term competitive advantage. The heterogeneity of assets²⁵² causes varying performance between book publishing enterprises, and RBV is focused on the variables that drive these variances to prevail. The RBV theory is relevant to the current study and objectives because firms must identify their unique resources and determine how to use them to offer high-quality products and services, thereby gaining a long-term competitive advantage in a competitive market.

2.2.3 Technological Determinism Theory

Thorstein Veblen (1857–1929), an American sociologist and economist, proposed the reductionist notion of technological determinism. This idea holds that the evolution of a society's social structure and cultural values is determined by its technology. It promoted the notion that technology has a significant impact on our lives, similar to the notion that the internet is altering the economy and society. This thesis is based on the idea that technology defines a society's essence by acting as the driving force of culture and determining the trajectory of its history (Dafoe, 2015). The notion of technological determinism is found to be relevant to technological developments in the book publishing industry. This means that the book publishing enterprises' technological advances, such as modern machineries/equipment, information systems, software, and ICT tools, have the ability to build their social structure and values. Langdon Winner (1977) proposed two assumptions for this theory: the first said that a society's technology has a significant impact on the many ways in which it exists. The second asserted that technological advancements are the major and most important source of societal transformation. The concept that technology influences our various choices, and thus that changed technologies would lead to changed society, is a slight departure from Langdon's viewpoint. It is important to highlight that technological

determinism arises at several levels, beginning with the introduction of newer technologies, which introduces differences and can also result in knowledge loss. The progressive disappearance of lithography, for example, has been attributed to the emergence of computer systems and powerful software tools. Similarly, the introduction of computers ushered in the information age. Changes in technology, according to Winner, can have unintended or unforeseen consequences and effects. Winner coined the term "technological drift" to describe how humans are increasingly drifting into a sea of unanticipated and unclear outcomes. That is, people are pushed to adapt to the technological environment that surrounds them, making them slaves to technology. Another, more shaky version of technological determinism claims that technology serves as a moderating function since, despite causing cultural shifts, it is ultimately controlled by people. When control of technology gradually shifts from the hands of a few individuals to the hands of technology itself, it becomes fully uncontrollable. The term for this concept of people having no control is "autonomous technological determinism."

New media are not merely extensions of old media, but they are also new technologies with a deterministic component. "The media is the message," as Marshall McLuhan once stated. This signifies that the communication medium has an impact on the receiver's psyche. The emergence of newsprint, television, and the internet have all demonstrated how technical advancements affect our culture.

However, one criticism of technological determinism is that it never pushes itself on society's members. Technology is created by man, and he chooses to use it. He is the one who invents television and decides to watch it. There is no requirement on the part of the technology to be used; rather, using a car or a microwave requires individuals to participate or involve themselves at some

point. Humans have the choice of whether or not to use technology and experience its consequences. In media studies, Social Determinism is seen as the polar opposite of Technological Determinism. Society, it is believed, is a self-governing force that shapes technology, cultural values, social structure, and/or history; society is a key ruling factor in society. It's a straightforward cause-and-effect notion.

The advancement of communication technology is always followed by social developments, such as shifts in communication patterns in society (Bala, 2014). Both technology and culture will continue to have an impact on one another. Culture will continue to be shaped by technological devices, while cultural forces and conditions will determine which technologies are created. This trend will eventually have an effect, for example, cell phones have made media communication increasingly unrestricted. People can communicate with one another at any time and from any location. In essence, communications technology is on the same developmental path as other technologies, e.g, toward a technology that can reach a bigger audience, transport more information faster, and include a large number of people. The Internet has radically altered communication and human interaction patterns during the last two decades. On the Internet, collaboration is not restricted to one person to another, but rather to one person's network with other people's networks. Era Network is a social media platform that connects people; People's transition to the era of the Internet of Everything was unavoidable (IoE). People, processes, data, and things are all connected through the Internet of Everything (IoE). The value of increased connection develops as "everything" comes online, and the advantage of IoE is derived from the compound impact of connecting people, process, data, and things. The Internet of Objects' influence is offering unprecedented opportunities for enterprises, individuals, communities, and

countries to gain considerably increased value via networked connections among people, processes, data, and things, as well as causing upheaval in a variety of industries. The Internet of Everything, probably more than any other technical advancement since the advent of the Internet, has enormous potential for assisting public-sector leaders in addressing their many issues, including the gap between citizen expectations and what governments actually provide. Statistical services and the availability of near-real-time data referring to various citizen behaviors - their location, communication patterns, attitudes nationality, habits transact local products, citizens' consumption habits, and future intents - will be immediate IoE benefits. Big Data and its accompanying analytics will increasingly enable predictive modeling and, as a result, improvements to public infrastructure when applied to huge populations. These skills will also enable better forecasting of developing trends, short-term demand variations caused by external sources (such as weather or public events), and better emergency response management. Predictive modelling is already being utilized in the field of safety and security to assist deploy resources more effectively in the battle against crime and terrorism. Sector-specific IoE infrastructure plans that serve governments' strategic policy objectives are already being driven by these advancements.

2.2.4 Innovation Diffusion Theory

Roger proposed the innovation diffusion idea in 1995. Diffusion is the method through which an innovation is conveyed to members of a social system over time through certain routes. Diffusion is a type of social change that is described as the process through which a social system's structure and function are altered. "Social change occurs when new ideas are produced, disseminated, and adopted or rejected, resulting in certain outcomes. Every truly inventive high-tech product begins

as a fad — something with no known market value or purpose but with "amazing features" that elicit a lot of excitement among a "in-crowd." That's what the early market looks like. Then there's a period when the rest of the world waits to see if anything can be done with it.

Four elements are present in the diffusion of innovation process, according to the definition above.

The following are the four main components:

- 1) An individual or other unit of adoption perceives a novel concept, activity, or object as innovative.
- 2) Communication channels - the channels through which messages are passed from one person to another.
- 3) Time - the following are the three-time factors: (a) The decision-making process for innovation (b) the rate at which an individual or a group adopts an innovation, and (c) the relative time it takes for an individual or a group to adopt an innovation.
- 4) A social system is a collection of interconnected entities that work together to solve problems in order to achieve a common goal¹¹³.

The slope of the "S" is the source of the variation. Some new inventions spread quickly, resulting in a high S-curve; other breakthroughs spread more slowly, resulting in a more gradual S-curve slope. The rate of adoption, also known as the diffusion rate, has become a popular topic of study among sociologists and, more especially, advertising (Diffusion of Innovation Theory). The conditions that promote or diminish the possibility of a new concept, product, or practice being adopted by members of a given culture are the focus of diffusion study. According to the diffusion of innovation hypothesis, media and interpersonal interactions give knowledge and impact opinion and judgment. There are four stages to innovation: invention, dissemination (or communication) across the social system, time, and consequences. Information is exchanged via networks. The

nature of networks, as well as the roles played by opinion leaders within them, impact the likelihood of an idea being accepted. The goal of innovation diffusion study is to understand the factors that determine how and why people adopt new information mediums like the Internet. Opinion leaders can affect audience behavior through personal interaction, but the diffusion process also includes intermediaries such as change agents and gatekeepers. (1) innovators, (2) early adopters, (3) early majority, (4) late majority, and (5) laggards are the five types of early adopters. These categories follow a standard deviation-curve: few innovators adopt the idea at first (2.5 percent), early adopters account for 13.5 percent a short time later, early majority 34 percent, late majority 34 percent, and laggards account for 16 percent after some time.

The following are characteristics of Rogers' theory that have been identified in each type of adopters: The Early Adopters are a group of people who were among the first to adopt (1) integrated part of the local social system, (2) greatest degree of opinion leadership in most systems, (3) serve as role model for other members of society, (4) respected by peers, and (5) successful; the Early Majority: (1) interact frequently with peers, (2) rarely hold positions of opinion leadership, (3) one-third of a system's members, making the early majority the largest category, (4) respected by peers, and (5) successful; the Late Majority: (1) interact frequently with peers, (2) rarely hold positions of opinion leadership, (3) one- (1) one-third of a system's members, (2) peer pressure, (3) economic necessity, (4) skeptical, and (5) cautious; the Laggards: (1) lack opinion leadership, (2) are isolated, (3) have no historical point of reference, (4) are suspicious of innovations, (5) the innovation decision process is lengthy, and (6) resources are limited. Although alternative names and titles for innovation adopters have been used in other studies, Everett Rogers' labels for the five adopter groups remain the industry's favored or standard. Furthermore,

advertisers interested in developing an integrated marketing plan targeting a certain demographic should pay attention to the specific qualities identified by Rogers for each adopter category.

The adoption process is distinguished from the diffusion process by the fact that the dissemination process occurs throughout society as a group process, whereas the adoption process is personal. The adoption process is defined as the mental journey that a person takes from first hearing about an innovation through final adoption. There are five steps to the adoption process. Although there may be more or fewer stages, Rogers believes there are now five basic functions. The five stages are as follows: (1) awareness, (2) interest, (3) evaluation, (4) trial, and (5) adoption are the five stages of the adoption process. The individual gets exposed to the innovation at the awareness stage but does not have complete information about it. The individual becomes intrigued in the new idea and wants more information about it during the interest or information stage. The individual mentally applies the invention to his current and projected future situations during the appraisal step, and then decides whether or not to try it. The individual makes full advantage of the innovation throughout the trial period. At the adoption stage, the person decides whether or not to employ the innovation to its full potential.

Diffusion of Innovations is a term used to describe the spread of new ideas. Theory is most valuable as a descriptive tool, less so as an explanatory tool, and even less so as a tool for predicting outcomes and providing suggestions on how to speed up adoption. The extent to which it can generate easily refutable hypotheses is debatable. Many of its aspects may be unique to the culture from whence it sprang (for example, North America in the 1950s and 1960s), and thus less important other nations such as East Asia and Africa, and as time passes. It does, however, provide a useful 'hook' on which research and practice can be hanged. Why does the adoption process

matter to the manufacturing industry? The goal of marketing and advertising is to boost sales, which should lead to higher profits. Social scientists, marketers, and advertisers can design a completely integrated marketing and communication plan targeted on a particular stage of the adoption process by analyzing and comprehending the process. The "process by which an individual (or other decision-making unit such as a group, society, economy, or country) passes through the innovation-decision process" is defined as "the process by which an individual (or other decision-making unit such as a group, society, economy, or country) passes through the innovation-decision process." The Innovation-Decision Process has five stages: (1) initial awareness of innovation, (2) formation of an attitude toward innovation, (3) decision to adopt or reject, (4) implementation of the new idea, and (5) confirmation of this decision. Prior conditions have an impact on the innovative decision-making process. Prior conditions include: (1) previous experience, (2) perceived needs/problems, (3) inventiveness, and (4) social system norms. The first step in the innovation decision-making process is to gather one or more of three categories of information on the innovation. This is defined as (1) awareness knowledge, which is information about the existence of an innovation, (2) how-to-knowledge, which is information about how to use an innovation correctly, and (3) principles knowledge, which is information about the operating principles underlying how the innovation works. This knowledge, on the other hand, could go a long way toward assisting book publishing companies in understanding how to increase market share through novel products, resulting in improved organizational performance.

2.2.5 Utilitarianism Theory

The ability to forecast the effects of an action is central to utilitarian ethical theories. To a utilitarian, the ethically correct choice is the one that provides the most benefit to the largest

number of people. Act Utilitarianism and Rule Utilitarianism are the two forms of utilitarianism. Act utilitarianism adheres to the utilitarian definition: a person does actions that benefit the greatest number of people, regardless of personal feelings or society restraints such as laws. Rule utilitarianism is concerned with fairness and takes into account the law. A rule utilitarian aims to assist the greatest number of people in the most equitable and just manner possible. As a result, rule utilitarianism has the added virtue of valuing justice while also including beneficence. Act and rule utilitarianism both have drawbacks. People can use their life experiences to try to forecast outcomes, but no one can guarantee that their predictions will be correct. Uncertainty can lead to unanticipated outcomes, making the utilitarian decision maker appear unethical over time as the choice chosen did not help the greatest number of people as planned. Another assumption that a utilitarian decision maker must make is that he or she will be able to compare different sorts of consequences on a similar scale. However, comparing material rewards, such as money, to intangible gains, such as happiness, is challenging due to the vast differences in their attributes. The goal of an act utilitarian decision maker is to maximize the good. As a result, one person's rights may be violated in order to benefit a larger group of individuals. In other words, if persecuting one individual leads to a solution that benefits a majority of people, act utilitarianism isn't always concerned with justice, beneficence, or autonomy for the individual.

Another source of difficulty for act utilitarian decision makers is when an individual is confronted with one set of variable conditions and then those factors abruptly change. Because the situation has changed, like the individual is no longer helpful to the majority of people, a change in circumstances may lead to a change in the original decision; being friendly to someone one minute and then disliking them the next. There is the possibility of competing rules in rule utilitarianism.

Consider the scenario of a businessperson who is late for a meeting. Assume the businessperson is the CEO, who may believe it is ethically proper to appear on time for key meetings because the company's members will profit from this decision. If the CEO is running late, he or she may come across contradictory notions about what is ethically proper. Nonetheless, the CEO feels that following the law is beneficial to society. Simultaneously, he/she believes that being on time for his meeting is ethically proper because it is a meeting that helps society. This problem appears to have no ethically correct solution.

2.3 Empirical Review

2.3.1 Technological Innovation and Organizational Performance

The implementation of a new product or service idea, or the introduction of new elements in an organization's manufacturing process or service operation, is referred to as technological innovation²⁹⁸. However, it is argued that material technologies are used in companies to address technological issues²⁹⁹. A book publishing company, for example, can construct generic tasks and resources to proceed with the application development. They also mentioned that the technological trajectory, which is considered a probable direction of technology tool that aids in the development of a technological paradigm, will favor the phenomena that TI leads to sustainability and, as a result, improved performance. TI has been a primary focus of top management in numerous organizations in the modern corporate world. It is stated that in volatile marketplaces, successful book publishing companies use current technology to supply products and services quickly³⁰⁰. A book publishing firm with unique resources and competencies can acquire a sustained competitive position in a dynamic market and outperform its closest competitors and industry rivals, according to strategic management literature, particularly from an RBV perspective³⁰¹. TI assists book

publishing companies in developing a number of new goods and services, which are critical for high performance and profits³⁰².

Those book publishing enterprises with high informational technical capabilities become market leaders and obtain great profits in a volatile industry³⁰³. TI can help a book publishing company achieve its goal of high profit, especially in emerging areas³⁰⁴. In an uncertain environment, TI enables book publishing companies to become industry leaders and profitably capture market share. On the other hand, having no or low TI can make it difficult for book publishing companies to efficiently build their sales³⁰⁵. TI is not simply applicable to a single business; it can be used in a variety of industries, including manufacturing and services. When compared to non-technological innovation, TI has a greater impact on the performance and success of book publishing companies³⁰⁸. TI is seen as a key driver that has a big impact on the performance of book publishing companies³⁰⁹. The article Scholarly publishing in Nigeria focused on the bleak outlook for overall economic activity, including scholarly publication. The performance of book publishing companies is influenced by a number of factors, including the economics, political unrest, and ethical concerns³¹⁰.

The topic of copyright has gotten a lot of attention with the introduction of the information superhighway. It is implicitly believed that the Internet's exponential growth would result in an influx of data and information. The wired world, on the other hand, might create a short circuit unless the providers of information are assured that their creations will not be exploited³¹¹. Anyone with a computer and a modem can now upload digital versions of creative works (such as novels, paintings, and music) to a bulletin board system. Anyone on the Internet may quickly obtain copies of the work after it was downloaded. Copyright infringement and revenue losses to authors and

publishing firms are common because there are over 2.2 million computers connected to the Internet. In today's world, the copyright laws enshrined in the Constitution are insufficient to facilitate organizational performance³¹².

The expanding popularity of publishing houses offers authors a fair chance for success. It allows users to self-publish their work without having to go through the sometimes very stringent selection procedure that established editors require. There have been countless instances of unknown writers using book distribution sites and having a great deal of success. Two other independent writers in the United States, John Locke and Amanda Hocking, observed that when there are no authorship difficulties, organizational performance is improved³¹³. The importance of innovation and how important it is on an organization's performance was portrayed in a study that looked at various organizations from five countries²⁵³. The disparities in performance of book publishing enterprises in different nations were determined by their innovative capacity, according to the findings of this study: France, England, Germany, the United States, and Japan. However, because this study was conducted in industrialized countries, the results cannot be applied to the local situation. By researching the relationship between innovation and performance, it was discovered that a front-runner in innovation's market share increased greatly by delivering numerous new goods to clients²⁵⁴.

There was an examination of the relationship between the usage of internet-based innovation tools, various types of innovation, and financial performance at the level of a book publishing firm²⁵⁵.

The information was gathered from 7,302 European businesses. The results of the empirical study revealed that in the year 2003, internet-based innovation technologies had a significant role in supporting innovation. The findings also revealed that all technology advancements, whether

internet-enabled or not, contributed to good turnover and employment growth. Furthermore, it was discovered that the book publishing company's increased profitability is primarily due to its inventive activity. Despite the fact that the previous study focused on innovation technologies and performance, it had two flaws that the current study aimed to address. First, the research was conducted on book publishing companies in a developed setting, which differs from the current study. Second, the research looked at both financial and non-financial success indicators.

According to a study, organizations who are perceived to be innovative will be able to continue to earn favorable returns on newer or enhanced items as the innovation process continues¹⁴⁴. However, when the new technologies become more widely adopted, supernormal profits will decline. To remain competitive in a dynamic marketplace and accomplish its defined objectives of profitability, sales volume, and market share, a book publishing company must continually update products to meet changing customer demands and needs²⁵⁶. Most business people see growth in the organization, diversification, and the need for greater competitiveness as driving factors for new product development¹⁴⁴. It also states that the primary purpose of generating new products is to discover new prospects, as new products help book publishing companies survive and flourish in the long run. These three studies each focused on a single facet of innovation (product), as opposed to the current study, which is concerned with technological advancements.

A research of product development characteristics such as product mix quality showed a favorable relationship with corporate success indicators such as sales volume, customer loyalty, and profitability²⁵⁷. According to a study, book publishing firms that accept innovation have faster sales turnover than book publishing firms that do not embrace innovation²⁵⁸. The research discovered a link between the innovative sales share and the change in sales turnover of the book

publishing company. Higher product levels, better product standards, and process-oriented results such as improved production flexibility and expanded production capacity all indicate the effects of innovation¹⁷. Some studies concentrated on a single facet of product innovation, whereas the current research examines four separate dimensions of technical innovations^{17; 257}. A previous study concentrated on innovation, with sales volume as the dependent variable, whereas the current study focuses on other metrics of book publishing firm performance²⁵⁸.

The outcome that is attained when a book publishing firm accomplishes its goals is referred to as book publishing firm performance¹⁴⁵. Traditionally, the performance of a book publishing company has been connected to its organizational structure. Business expansion, on the other hand, is viewed by neo-classical economic theory as the process of obtaining the lowest point of average cost. A resource-based theory, in which business performance is dependent on the resources and abilities of book publishing firms, argues that for market competitiveness advantages, businesses must source some form of sustainability, and that for book publishing firms to grow, they must be able to mobilize, access, and site resources¹⁴⁷. According to a study, a strong export market position, productivity, trade, and improvements in the quality of life and trade are the drivers of change and progress in societies that are connected with growing levels of employment growth²⁵⁹. The technical innovation process, on the other hand, has certain complications in terms of interacting with industrial issues, making research on the topic difficult. However, according to an assessment, technical innovation is primarily carried out in developing countries' modern sectors, particularly those that have long been in the manufacturing industry and have broad-based capital good sectors²⁶⁰. These breakthroughs in design, building, and management of modern industrial

processes provide change in a variety of ways, including enhanced efficiency and production from the simplicity of learning via doing.

Furthermore, a study on how IT innovations affect service environments discovered that technology adoption is connected with a degree of skepticism, but with the assumption that it will improve performance and service delivery²⁶¹. It was also mentioned that outsourcing technological services capabilities is seen as a way of shifting accountability for service failure into the public realm. Based on the foregoing, the researcher makes the following claim: Technological advancements have a substantial positive impact on business performance. The model devised was quite useful in understanding the dynamics of a book publishing company's innovation and performance. The decision to innovate (determinants of innovation), the influence of R&D on innovation, and the impact on productivity growth are the three stages of the concept¹¹⁶. Using the second stage and R&D intensity as an indicator of innovation, they discovered that a 10% increase in R&D intensity resulted in a 5% increase in sales in manufacturing book publishing firms in France, but no attempt was made on the service sector, which accounts for the majority of the economy. Furthermore, an analysis of the effect of R&D on book publishing firm growth (sales) in a panel of Italian book publishing firms using R&D as an innovation indicator confirmed that the effect of R&D on book publishing firm growth (sales) is greater in traditional sectors than in high-research-intensity sectors²⁶². This conclusion appears to contradict the well-established notion that book publishing firms with a high research orientation are more likely to have a positive and significant impact on their growth than book publishing organizations with a lower research intensity. This finding can be linked to the peculiarity of traditional and small business-based economic systems in Italy, which are competitive with overseas book publishing companies. Some

studies that indicate a negative or no significant impact of innovation on the growth of book publishing firms or sales growth seem to refute the notion that innovation boosts sales^{263; 264; 265}.

According to a study, research conducted at various levels and times of analysis yields dramatically varying estimations of the relationship between innovation and sales growth²⁶⁶. These researchers suggested that the idiosyncratic bundles of products and the degree of observation at which empirical analysis is undertaken are insufficient to track learning, innovation, and competition processes. As a result, the effects of innovation on performance growth at the level of book publishing firms might be positive, neutral, or negative. Studies have also argued that a finer-grained degree of analysis is required to account for technological and economic variances as well as distinct product strategy orientations across organizations^{267; 268}. They believe that disregarding heterogeneity can skew the computed rate of innovation and its implications, resulting in erroneous conclusions formed from inter-book publishing firm comparisons.

A fascinating study in service book publishing enterprises used Italian CIS2 data to assess the effects of innovation on sales growth based on innovations implemented between 1993 and 1995 and sales growth seen in the three years following (1996–1998)²⁶⁹. The study discovered that innovative book publishing firms consistently outperform non-innovative book publishing firms in terms of growth, that there is a strong positive relationship between innovation and subsequent growth, and that growth is strongly linked to prior investment in innovation activity. In a subsequent analysis of the same data set, researchers discovered that there is a two-way relationship between innovation and book publishing firm performance: innovative book publishing firms outperform non-innovators, but better-performing book publishing firms are also more likely to innovate and devote more resources to innovation²⁷⁰. It came to the conclusion that

innovation and performance are linked by "a cumulative self-reinforcing mechanism." Because the panel data only covers three years, it is not able to apply SGMM, which takes into account levels and differences and would have offered better and more consistent estimation.

Innovation intensity and information spill overs have a favourable impact on sales growth²⁷¹, according to a study of Chinese book publishing enterprises. Furthermore, the study discovered a U-shaped association between depth and variety of innovation, as well as an inverted U-shaped relationship between depth and diversity of innovation. Only a few researchers employ complex models to investigate the dynamics of innovation and sales growth. They discover that R&D intensity has a positive and statistically significant impact on electronics sales using a GMM model for seven years of data (1992–1998)²⁷². The study also reveals that R&D policies that encourage book publishing companies to invest more in R&D lead to higher sales. However, because the research was limited to electronic book publishing companies, it's impossible to say whether the R&D-related sales performance effects are also applicable to other manufacturing or service businesses.

To explore the relationships between innovations and book publishing firm profit—one of the indices of book publishing firm performance—some intellectuals employ innovation outputs rather than innovation inputs. For example, a study found two key findings after correcting for non-innovation characteristics and utilizing lagged values²⁷³. To begin with, product innovation in the book publishing industry has a beneficial effect on profitability, albeit a small one. Of course, it's possible that such a compensation is proportional with the efforts made by book publishing companies, which could be explained by control factors. The second main finding demonstrates that, while innovating book publishing firms appear to have higher profit margins as a result of the

specific innovations they introduce, there are significant long-term differences in profitability between innovating and non-innovating book publishing firms that are not closely timed with the introduction of specific innovations. Other than creative intervention, these differences may reflect generic variations in competitive capacity between innovators and non-innovators, and they appear to be linked to the act of innovating in a broad sense. In addition, the distinctions allow creative book publishing companies to reap the benefits of spill overs more fully than non-innovative book publishing companies. Furthermore, the findings reveal that innovative book publishing firms have greater margins than non-innovators since they have larger market shares, and the margins associated with having a given market share are higher for innovating book publishing firms. These conditions could indicate a more fully developed set of internal capabilities, or they could reflect the indirect consequences of specific innovations brought by these book publishing companies. Apart from not including innovative inputs, they provide solid insight but fail to classify product innovation into book publishing firm and product innovation to market.

In contrast, several researches have shown that the influence of R&D on profit is negligible^{262, 273}. The failure of R&D and more general innovation to generate substantial profits could be attributable to the fact that many imitators may have followed in the footsteps of pioneering book publishing enterprises. It could also be that the creative book publishing firm's increased market share does not convert into increased profitability. Furthermore, one thing to keep in mind is that one study utilized an innovation input (R&D) indication, whereas another used product innovation²⁶². As previously said, these various variables may have varying effects on the book publishing companies.

A different study looked at Chinese industrial book publishing enterprises between 1995 and 1999 and discovered that sales growth is linked to greater innovation activities, particularly in larger state-owned book publishing firms and local government collectives²⁷⁴. Over the period 2003–2007, an analysis of R&D and book publishing company (sales) growth found a positive influence of R&D intensity on sales growth²⁷⁵ among 754 top European R&D expenditure book publishing enterprises. The findings, which were obtained using OLS, quantile regressions, and SGMM estimators, demonstrate that the strong correlation is stronger in high-growth book publishing enterprises and is notably significant in high-tech industries. Other factors influence the performance, and especially the survival, of book publishing companies. Geographical features play a significant effect in the survival (success) of book publishing companies, and adding a regional dimension improves estimation results significantly²⁷⁶. It was also discovered that the regional dimension is reflected in a high level of neighborhood effects. However, if geographical characteristics were removed using GMM, other factors could have influenced the survival of book publishing companies, or no effect could have been observed.

Some researchers look at the dynamics of innovation and sales growth using cross-sectional data. For example, a research of manufacturing book publishing enterprises using data from the 2013 Canadian Survey of Innovation found that the presence of R&D activities enhances product and process innovation production by roughly 24% and 15%, respectively²⁷⁷. This should be viewed with caution, as the data's cross-sectional nature cannot capture book publishing enterprises' distinctive unobservable impacts, which could lead to a correlation of innovation and error components, resulting in an endogeneity problem. Indeed, cross-sectional studies are the least favoured for innovation research because innovation takes time to manifest by its very nature. The

majority of empirical investigations on the relationship between innovation and productivity are based on certain contributions^{278; 279}. Scholars of innovation, for example, have widely employed this approach to make significant contributions to the study of the effects of innovation on the productivity of book publishing firms^{280; 281}. Other researchers have examined the relationship between innovation and book publishing business productivity by connecting R&D, number of patents, and proportion of innovative sales to innovation using a production function of knowledge. New growth theory identifies the knowledge production function as a proxy for R&D and productivity^{282, 283}. Of course, the productivity of a book publishing firm is determined by the firm's market volume, which is determined by innovation-related activities. Book publishing companies with larger market shares are more likely to engage in innovative activities and invest in R&D under better conditions than those with smaller market shares. Larger book publishing firms and book publishing firms with bigger market shares and higher percentages of innovative sales, for example, were shown to have higher R&D intensity, predicting favorable R&D activity and sales growth²⁸⁴.

However, it was discovered that, contrary to many research findings, R&D spending does not contribute to productivity for Chilean book publishing firms (even when controlling for size, industry, and demand pull), highlighting the differences between developing Latin American economies and advanced economies where the CDM model works. The findings did not match those of a study that revealed that a 10% rise in revenue attributable to product improvements corresponded to a 13% increase in worker productivity at a book publishing firm in France^{279; 284}.

Because productivity varies depending on the age, size, and type of book publishing firm, using the same strategy or model does not guarantee identical results.

Another interesting contribution to the determinants of book publishing firm productivity looked at the effects of innovation on labor productivity in the Spanish manufacturing and service sectors, using three years of innovation data, and discovered that R&D intensity has a direct impact on labor productivity²⁸². It was also discovered that in all estimations, R&D intensity had a positive marginal elasticity on worker productivity: 7.9% in high-tech manufacturing industries, 6.0 percent in low-tech manufacturing industries, 11.7 percent in high-tech KIS, and just 2.5 percent in other KIS²⁸². Despite these figures, while the scale of a book publishing company has a favorable influence on productivity in manufacturing, it does not in services; and book publishing companies that export have been found to have higher productivity, particularly in low-tech manufacturing and service industries. This is one of the rare studies that looks at the effects of innovation on productivity in both industries. Despite his significant contribution to existing knowledge, he failed to apply acceptable innovation indicators because he solely used innovation input factors as indicators of innovation.

Other studies have estimated the effects of innovation on industrial and service sector productivity. The Innovation input, innovation output, and book publishing company performance works in Sweden, for example, produced evidence on the responsiveness of the growth of value added per employee, sales, and profit in manufacturing and service book publishing enterprises in relation to innovation²⁸⁵. R&D expenditure, non-R&D expenditure activities, machinery and equipment purchases, industrial design expense related to generating new products, education cost directly tied to innovation activities, and some marketing expenses are all used to measure innovation. The possibility of innovating increases with the size and capital intensity of book publishing enterprises in both manufacturing and services, according to the analysis. Despite this, the study discovered

that, after controlling for industry and barriers to innovation, the intensity of innovation does not remain constant with the size of book publishing firms²⁸⁵. With an elasticity of around one-half, the productivity of such an investment in terms of creative sales likewise implies diminishing returns. Interaction with scientific research via access to journals and professional conferences is favorably connected with the productivity of innovation investments for service book publishing enterprises. For manufacturing and services, the responsiveness of productivity to share of innovative sales is around 0.1-when the percentage of innovative sales grows by 10%, value added increases by 1%, and sales and profits increase by about 2%.

Manufacturing appears to be the subject of many productivity-effect innovation studies. An examination into the relationship between innovation and productivity in manufacturing sectors is one of them. During the period 1992–2001, creative book publishing enterprises outperformed non-innovators in terms of labor productivity^{274, 286}. When book publishing enterprises' specific FE are taken into account, neither group involvement nor export activities, nor foreign ownership, appear to have a favorable impact on productivity, according to the studies. Because it employs panel data and a model that accounts for FE and, of course, endogeneity, the contribution is noteworthy. However, service book publishing firms are not included in the study. The latter study in China indicated that innovative sales are linked to higher productivity and profitability, mostly in larger, state-owned book publishing enterprises and local government collectives, implying that innovation can have a significant impact in this sector²⁷⁴.

It is well recognized that the use of GMM in the research of innovation-productivity growth is uncommon. Even when the quadratic term of the logarithm of per capita R&D and spillovers variables are addressed, a study using SGMM found a robust link between per capita R&D

spending and total factor production, with the association being statistically and economically significant²⁸⁷. The estimated R&D elasticity is significant in size. The long-term elasticity of total factor productivity (TFP) with regard to R&D investment suggests that a 10% increase in per capita R&D spending provides an average increase in long-run total factor productivity of between 1.57 percent and 1.73 percent. Not only is this statistically sound, but it is also economically significant. Furthermore, a lot of studies have demonstrated that collaborating on R&D activities with different partners has a good and significant impact on partner productivity. Some investigations have concluded that the aforementioned assertion is correct^{288, 289, 290, 291, 292, 293, 294, 295}.

Another body of literature focuses on process or cost-cutting innovation, with research examining the role of innovation as a cost-cutting strategy rather than a demand-shifting approach, as well as its positive influence on productivity. For example, a researcher used a structural model to describe the relationship between innovation output and productivity in four European countries (France, Germany, Spain, and the United Kingdom), finding that the amount of money invested in innovation has a positive and stable impact on labor productivity²⁹⁶. Similarly, a research of the impact of innovation on multifactor productivity growth based on CIS2 data from 3,000 Dutch book publishing enterprises discovered favorable benefits as well as the fact that the return on innovation investment is sensitive to the technical environment²⁹⁷.

2.3.2 Ethical Issues and Organizational Performance

Authorship issues have been linked to decreased book patronage, which will eventually affect the publishing firm's financial performance³¹⁴. They go on to say that new books by unknown authors could not appeal to customers. The significance of authors cannot be overstated. There have been

authors who have gone on to acquire contracts with major publishing houses. Professional editing and marketing services are provided by such organizations, which improve the quality of the work and increase sales, hence improving overall organizational performance in the long run. Nigeria, together with South Africa, has one of the greatest commercial publishing sectors in Sub-Saharan Africa³¹⁵, with all publishing skills available and well developed, but economic hardship has resulted in layoffs. At all levels, Nigeria is blessed with authorship skills and resources. The lack of investment capital, dependable markets, and up-to-date libraries are the biggest roadblocks. The high cost of input materials is also a source of concern, as most of the industry's raw materials must be imported. Because trained staff quit publishing for more profitable fields of endeavor, the pool of talented personnel has shrunk. However, the country has a rather well-developed publishing training infrastructure, which, if effectively articulated, should help to improve the book industry's organizational performance. They suggest, among other things, banning specific copying methods, prohibiting libraries from electronically distributing books to users, and prohibiting businesses from renting out digital works in the same way that they rent out videocassettes³¹⁶.

However, it is unclear whether these stringent restrictions will be successful in being implemented. Publishers are struggling to keep up with the quick and frequent changes in technological innovation. The steps taken to catch up can be drastic at times. Random House recently altered its typical contract to authors, which could be a sign of things to come. The publisher wants complete control over all electronic publishing rights, including those for technologies that are yet to be conceived. In exchange, the publisher would pay authors 5% of electronic product profits, which is less than half of what they are paid on print and hardback books. Random House would also be

able to adapt and abridge the electronic version of a work without the author's permission under the terms of the contract. Authors and their representative bodies have expressed their displeasure with the new contract³¹⁷. The lopsided arrangement may encourage authors to migrate to other publishers or provide disincentives for them to continue writing, which might signal doom for the publishing industry's performance in the long run.

Many studies have been conducted on the restrictions and issues faced by publishing companies³¹⁸. Without a stretch of the imagination, the concerns of people in scholarly publishing are identical to those in general African publishing, including duplicate publication, which has had a substantial impact on the performance of publishing organizations. Many publishers have been enticed into duplicating publications by high production costs stemming from the importation of the majority of raw materials (particularly paper) and restricted design, production, and printing capacities. Nonexistent bookstores, insufficient transportation and postal facilities, depreciating university library budgets, and low purchasing power of academics for whom scholarly works are intended are all examples of distribution and marketing barriers. In some circumstances, there is a scarcity of publishable manuscripts, causing businesses to double their output. Due to ethical concerns, financial performance has been relatively stable over the last decade; nonetheless, performance has increased in most publishing organizations as a result of double publication. There has been minimal technological innovation in the modern era, except from the somewhat subdued arrival of e-books (although "superstores" may be considered an innovation, albeit one that did not originate in the book retail business).

In terms of plagiarism, demand for custom-printed trade books and digitized textbooks has risen recently, while eBook sales will fall short of expectations, owing to the fact that the majority of readers do not appreciate reading the same concepts from many books. According to the survey, publishers will need to address plagiarism-related concerns if they want to improve their financial performance. Original books with unique concepts account for over 60% of the revenue reported by publishing companies. Patronage will be scientifically lowered if a book is judged to be plagiarized, since the publishing firm may be sanctioned³¹⁹.

2.4 Conceptual Model on Technological Innovation, Ethical Issues and Organizational Performance of Book Publishing Firms in Ibadan, Oyo State.

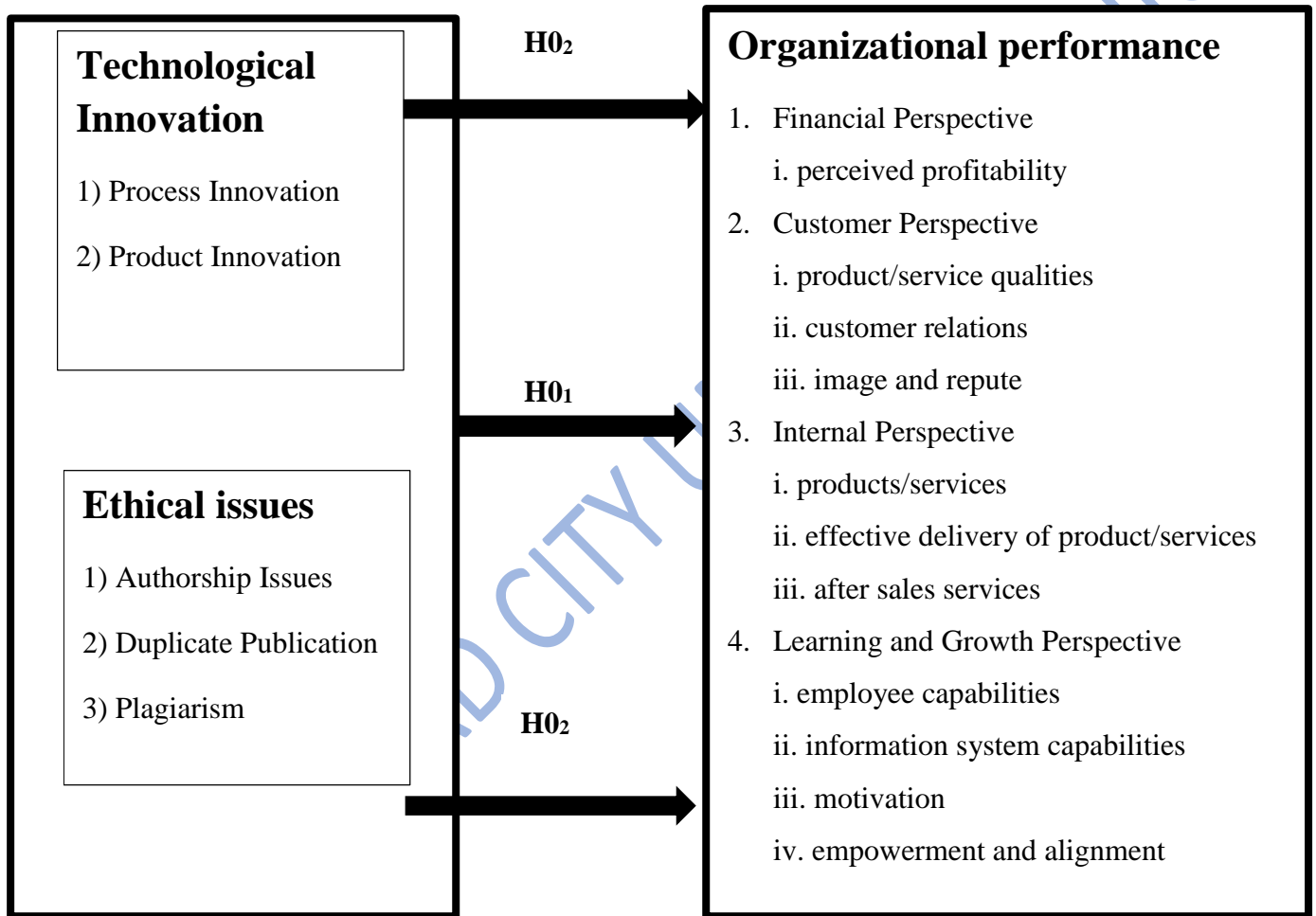


Figure 2.2 is a conceptualization of the independent (Technological Innovation, Ethical issues) and dependent variable (organizational performance).

The dependent variable of this study, according to the conceptual model, is organizational performance. The Balanced Score Card (BSC) theory proposed by Kaplan and Norton will be

used to assess organizational performance in the context of this study (1992). Financial, Customer, Internal, and Learning and Growth perspectives were given by this approach to investigate the performance level of a book publishing organization. The financial perspective incorporates the book publishing firm's brand or reputation among shareholders in order to increase trust and promote more business investment³¹⁰. Return on capital, increased shareholder value, and asset utilization are some of the metrics used. In most circumstances, financial results are used to demonstrate that a company is maximizing profit and generating a superior return on investment. Profitability is regarded as one of the most important factors in determining a book publishing company's financial performance⁹.

In this study, perceived profitability will be utilized to determine the level of financial success of book publishing companies. Employees may not have access to their book publishing firms' financial statements or year-end results, but they can get a sense of how profitable they are, especially in terms of being able to meet the financial demands their company is expected to remit to various regulatory bodies overseeing stockbrokerage in Nigeria. Another way to determine the level of success of the book publishing organization is by looking at how their company generates revenue internally. The consumer perspective refers to the book publishing firm's brand or reputation among customers, which may increase trust and inspire more patronage to be productive. Product/service quality, customer interactions, image, and repute can all be used to gauge consumer perception. Internal business processes are referred to as the internal perspective. This identifies the business operations that must be good in order to satisfy shareholders and customers; metrics include products and services, effective delivery of products and services, and the book publishing firm's after-sales services. The purpose of organizational learning and growth

is to investigate the book publishing company's ability to adjust and improve on past mistakes in order to meet established objectives. Employee competencies, information system capabilities, motivation, empowerment, and alignment are all factors to consider.

Technological Innovation is the study's first independent variable. Product and Process Innovation are the indications for this variable. These indices were adopted from the New Product Development Theory, which measured innovation using organization, product, and process innovation¹. Several types of technical innovation have been recognized by various academics and are discussed in this paper. Process and product innovations are the two most prominent technical advances that have attracted the attention of academics in recent years. These two technological innovations, on the other hand, encompass every other type of innovation process, and this process has several influencing factors that are influenced or influenced by the book publishing firm's internal strengths, which are its technological learning ability and networking capabilities in the external environment. It would use current resources to extend the book publishing firm's innovation opportunities, with the end result being the development of advanced or significantly improved goods and services, or the manufacturing process itself. Based on the Resource Based View (RBV) theory, which serves as the fundamental theory employed in this study to buttress the study on technological innovation, this study aims to explore which of the two technological innovations is prevalent in book publishing enterprises in Nigeria, according to the model. Certain indications decide which of these technological advancements can be implemented in a company. As a result, the study believes it is appropriate to focus its examination on current technical innovation in book publishing enterprises, based on the Resource Based View theory.

The ethical considerations are the study's second independent variable. Etiquette, false publication, plagiarism, duplicate publication, and authorship³¹¹ are all major ethical concerns for book publishing companies. Authorship concern, duplicate publication, and plagiarism were all addressed in this study. Writers/authors or publishers are the ideal people to look at ethical issues in book publishing companies. Authorship concern, like duplicate publication, are a source of concern. Furthermore, evidence indicates that plagiarism is becoming more common in educational and scientific institutions. Plagiarism rate varies depending on the field of study. Plagiarism is prevalent in 78 percent of Organizational Studies students and 63 percent of humanities students, according to reports. The indicators of ethical issues were developed from utilitarian theories, which suggested that one's ability to forecast the repercussions of one's actions in an organization is extremely important.

2.5 Appraisal of Literature

This chapter looked at related literature that was pertinent to this study project. The notion of organizational performance was reviewed in the literature, its meaning was explored, and empirical findings on the performance of various organizations were analyzed. Innovation, service delivery, teamwork, and employee job satisfaction were all key components of organizational performance, according to a survey of literature on the performance of book publishing organizations. Literature delves on the varied meanings of technological innovation, as well as the need and demand for it. This has been augmented as a result of the need to address today's various environmental issues. The process of creating and developing ideas, methods of operation, products, and processes that aid in reducing environmental problems or achieving environmental sustainability is referred to as innovation. With the government and market putting increasing

pressure on mechanized sustainability, developing an effective and efficient innovation program, and creating a permanent significant product innovation, process innovation and organizational innovation have all been characterized as types of innovation. The current technical innovation process, that is, process and product innovation, has received a great deal of attention. The extent of influence of technological innovation on the performance of book publishing companies has been determined. In this study, a review of the literature on technological innovation found a scarcity of studies on the types of innovation that exist in Nigerian book publishing companies.

According to the literature evaluated in this study, ethical issues have a significant impact on numerous aspects of organizational performance. Understanding authorship difficulties, duplicate publication, and plagiarism will help book publishing companies greatly. There would be no publishers if there were no authors. Authors are regarded as endangered animals in civilized civilizations, and they must be admired, coveted, honored, and cared for. Unfortunately, some Nigerian publishers treat their authors as if they were ordinary raw materials that may be thrown away at any time. Authors, like publishers, are also investors. They have a right to honest returns on their investments as well. Errors and criminal activities, duplicating publications, and, most importantly, plagiarism must all be avoided in all book publishing organizations if there is to be an absolute act of professionalism in publishing. As a result, their performance level improves. They must always write professionally; they must be encouraged to participate in the decision-making process of any publications; they must follow their commitments; and they must foster an environment in which authors believe in the organization as a whole. It has also been demonstrated in the literature that several aspects of organizational performance have a strong favorable impact on ethical issues. However, while it has been observed in a review of literature on ethical issues

that the absence of ethics in an organization leads to all sorts of chaotic scenes in the organization, one cannot categorically predict what will happen in a book publishing firm like those in Nigeria because little or nothing has been done in that area. In addition, the review did not include research on all of the independent variables in this study that have a combined impact on organizational performance. This, on the other hand, is one of the holes that this study tries to fill.

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Chapter Three

Methodology

3.1 Research Design

This study adopted a survey research design using a descriptive approach. The design is considered suitable for the study because of the underlying assumption that the variables of the study have occurred and, as such, they cannot be manipulated.

3.2 Population of the Study

The population of this study comprises of the 204, management staff of the 51 book publishing firms registered with the Nigerian Publishers Association (NPA) and operating within Ibadan Metropolis (see Appendix 1). This includes the managing directors, publishing managers, sales managers and finance managers of these book publishing firms. The management staff are used for the study because they are the set of staff that can give information relevant to organizational performance. Thus, the population will be made up of 204 management staff from the entire registered book publishing firms operating in Ibadan.

3.3 Sample Size and Sampling Technique

The sample size for the study is all the 204-management staff of registered book publishing firms in Ibadan. The study adopts total enumeration sampling technique because it provides complete statistical coverage of the book publishing firms in Ibadan. This technique was adopted since the study is based on book publishing firms in Ibadan where the 51 registered book publishing firms were domiciled.

3.4 Research Instrument

The study utilized five instruments that were adopted, adapted and validated. The adaptation was made after extensive review of literature as advised by experts within the Department of Mass Communication and Faculty of Communication and Information Sciences. In all, there are four sections of the instruments (Sections A to D). Self-rated questionnaires were used for data collection on the variables under study. The Technological Innovation, Ethical Issues and Organizational Performance (TIEIOP) scale was used in this study.

Section A:

This is a 7-item scale adapted from the work of Onamusi (2020) to collect some demographic information from the respondents such as gender, age, academic qualification, job level, length of service, years of existence of the book publishing firm and knowledge of organizational activities. The respondents indicated the extent to which each item reflects their status.

Section B: Organizational Performance Scale (OPS)

Organizational performance scales are of a wide variety and also multidimensional in nature. This study adapted Kaplan and Norton' (1996) instrument for Balance Score Card theory and also Onamusi, 2020 instrument for book publishing firms' profitability for organizational performance in the book publishing firm context. The organizational performance scale, which consists of 45 items, covering four perspectives of organizational performance; that is, financial perspective, customer perspective, internal perspective and learning and growth perspective was used to test the level of organizational performance in book publishing firms. The scale used a 6-point response format from 6 = Very High level; 5 = High level; 4 = Partially High level; 3 = Partially Low level; 2 = Low level and 1 = Very Low level. The first 12 items are related to financial perspective, the

next 11 items are related to customer perspective and the following 13 items were related to internal perspective while the remaining 9 items were for learning and growth perspective. The Kaplan and Norton' (1996) instrument has been used in the past by several researchers^{1, 2, 3}. They all reported alpha above 0.7. The scale was pilot-tested to further acclimatize it to local context; some items were reworded while three items were removed. Overall, Cronbach Alpha internal consistency recorded 0.82 while the remaining item on the scale were 43.

Section C: Technological Innovation Scale (TIS)

The Technological Innovation Scale is subdivided into two sections namely Section C1 and Section C2. Section C1 is a 22-item scale self-developed by the researcher to reveal the technologies available in the book publishing firms. The scale uses a 2-point response format; Available and Not Available to indicate the technologies like Computer systems, colour printer, scanner, embossing machines, etc. that are available in the book publishing firm. Section C2 is a 26-item scale adapted from "A Scale Development for Innovation Capability Measurement"⁴. The questionnaire covers product/service innovation and process innovation. The scale used a 4-point response format ranging from 1=strongly disagree to 4=strongly agree. High score on the scale indicates high level of technological innovation, while low score on the scale indicates poor level of technological innovation in the book publishing firm. The scale has been used in the past for assessing technological innovation in a study on "A Comprehensive Validated Model of Innovation and Performance: An Empirical Study of Turkish Companies. The Cronbach Alpha of the scale after pilot study was 0.89 while two items were removed and some others were reworded in order to localize the scale

Section D: Ethical Issues Scale (EIS)

The Ethical Issues Scale is subdivided into two sections namely; Section D1 and Section D2. Section D1 is a 10-item scale self-developed by the researcher to reveal the ethical issues known and prevalent in the various book publishing firms. The scale uses a 4-point response format; highly prevalent=4 to not prevalent=1 to indicate if ethical issues like copyright, etiquettes, plagiarism, etc are prevalent in their book publishing firms. Section D2 is a 24-item scale which was self-developed after an extensive review of literature, specifically the study of Professional issues, challenges and opportunities: Professor Sylvia Rodger's contribution to book publishing firms in Australia and a study on Future of Scholarly publishing in Europe. The scale recorded Cronbach Alpha of 0.76 after pilot study.

3.5 Validity of Research Instrument

The face validity of the research instrument was ascertained by the Thesis supervisor and three other experts within the publishing profession. Their comments and corrections were duly implemented and the content validity of the instrument was ascertained by ensuring that it covers all variables under study.

3.6 Reliability of the Research Instrument

The reliability of the instrument was done through a pilot study using thirty (30) copies of the Questionnaire which was administered to management staff of eight registered book publishing firms in Abeokuta Ogun state (an entirely different state from the population of the study). The staff of these book publishing firms will not participate in the main study. Retrieved copies were subjected to Cronbach's alpha reliability test to establish internal consistency of the items and the result were obtained. The summary of the result is presented in the table below:

Table 3.1: Showing Summary of Reliability Test

S/N	Scale	Cronbach Alpha
1.	Organizational Performance Scale (OPS)	0.82
2.	Technological Innovation Scale (TIO)	0.89
3.	Ethical Issues Scale (EIS)	0.76

3.7 Data Collection Procedure

A letter of introduction was obtained from the Department of Mass Communication and Media Technology, Lead City University, Ibadan to gain permission to conduct the survey from the management of the book publishing firms in Ibadan. Project attestation form was also collected to serve as evidence that data was collected from the book publishing firms. They were completed by the management staff in each of the firms under study. This Data collection was carried out by the researcher with the assistance of four research assistants who were trained by the researcher for two days before the commencement of the administration of the instrument. The essence of training the research assistants was to ensure effectiveness. The research instrument was administered manually and retrieved in batches. The four research assistants worked with the publishing Managers to ensure maximum cooperation. Respondents were assured of confidentiality of their responses. They were adequately briefed on the advantage of the study and the need to cooperate with the researcher. Questionnaires retrieved from the field totals 157. This represents 77% response rate. The questionnaires were administered and retrieved within the span of 10 weeks. These were scored and the data obtained were subjected to data analyses.

3.8 Method of Data Analysis

The study adopted descriptive and inferential statistics. The descriptive analyses include means, frequency distributions, percentages and standard deviation. The outputs of the analyses were presented in tables. Inferential statistics used includes Partial Pearsons Product Moment Correlation (PPPMC) and hierarchical multiple regression analyses to test the hypotheses and solve research questions at 0.05 level of significance. The analytical tool was Statistical Packages for Social Sciences (SPSS), 24.0 latest versions. The results from the analyses were used for data interpretation.

Endnotes

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Chapter Four

Presentation of Result

This chapter presents results and discussions of findings. The results presented were based on the research questions and hypotheses, which the study set out to answer.

4.1 Demographic Characteristics of Respondents

This section is descriptive and it presents the results of demographic characteristics using frequency distribution, tables and text.

Table 4.1: Showing the Frequency Distribution of Demographical Information of the Respondents

S/N	Background Information	Labels	Frequency	Percentage (%)	Total No of Respondents
1.	Gender	Male	84	53.5	157
		Female	46	46.5	
2.	Educational Qualification	NCE/OND	46	29.3	
		HND/B.Sc./BA	64	40.8	
		PGD/MBA	47	29.9	
		Ph.D.			
3.	Job Level	Top manager	62	39.5	
		Middle Manager	46	29.3	
		Operation Manager	49	31.2	

4	Length of service	Below 5years	43	27.4
		6-10years	53	33.8
		11-15years	41	26.1
		16years and above	20	12.8
5	Years in Publishing	5-10years	25	15.9
		11-20years	43	27.4
		21-30years	47	29.9
		30 years and above	42	26.8

Source: Field Work, 2021

Out of 204 management staff in the 51 registered book publishing firms in Ibadan, data were collected from 157 available management staff indicating 77% response rate. The demographical information on Table 4.1 reveals that out of 157 participants, 53.5% were male while 46.5% were female. This implies that male respondents participated in the study more than their female counterpart. The frequency distribution of the respondents by educational qualification indicated that 40.8% of the participants were B.Sc./HND holder, 29.9% were PGD/MBA holder, while 29.3% of them were NCE holders. This implies that respondents with B.Sc./HND participated most in this study than any other qualification holders. Table 4.1 further indicated that 39.5% of the respondents are top managers, 31.2% are middle level managers while 29.3% are operation managers. By implication, respondents who are top managers participated more in the study than

their counterparts. Further, the table reveals that out of 157 respondents, 33.8% have spent 6-10years in service, 27.4% have spent below 5years, 26.1% have spent 11-15years while 12.8% have spent 16 years and above. By implication, respondents who have spent 6-10years participated in the study more than their counterparts. Similarly, the table further shows that 29.9 % of the participants confirmed that their firm had spent 21-30years in publishing, 27.4% reported that their firm had spent 11-20years in publishing while 26.8%, 15.9% attest that their firm had spent 30years and above and 5-10years respectively in publishing firm.

Research Question 1: What is the level of organizational performance of book publishing firms in Ibadan, Oyo State?

Table 4.2: Frequency Distribution of the Level of Organizational Performance of Book Publishing Firms

S/	Item	VHL	HL	PHL	PLL	LL	VLL	MEAN	S.D	C.M
N										
	Financial									4.8
	performance									6
1	Debts settlement rate	80 (51.0%)	52 (33.1 %)	25 (15.9)				5.350	.7413	
2	Generating revenues from the services of	11 (7.0%)	111 (70.7%)	20 (12.7%)	10 (6.4%)	5 (3.2%)		4.719	.81520	

	the book							
	publishing firm							
3	Meeting	47	74	31		5	5.006	.8879
	financial	(29.9 %)	(47.1%)	(19.7)		(3.2%)	4	3
	obligations of							
	staff							
4	Achieving	27	59	46	25		4.560	.9563
	increasing	(17.2%)	(37.6 %)	(29.3 %)	(15.9 %)		5	4
	profit.							
5	Return on	53	23	51	25	5	4.598	1.197
	investment	(33.8%)	(14.6%)	(32.5 %)	(15.9 %)	(3.2 %)	7	54
	(ROI)							
6	Return on sales	27	49	61	20		4.528	.9237
	(ROS)	(17.2%)	(31.2%)	(38.9%)	(12.7%)		7	6
7	Reaching	47(29.9	59(37.6	16(10.2	35(22.3		4.751	1.113
	financial goals	%)	%)	%)	%)		6	18
8	Gross profit	38	57	35	27		4.675	1.026
	margin	(24.2 %)	(36.3 %)	(22.3%	(17.2 %)		2	67
)				
9	Evaluating	38	63	26	25	5	4.662	
	financial	(24.2%)	(40.1 %)	(16.6	(15.9 %)	(3.2	4	1.106
				%)		%)		82

	performance in sequential time intervals.								
10	Comparing financial performance in sequential time intervals in publishing industry.	38 (24.2%)	53 (33.8%)	36 (22.9%)	25 (15.9%)	5 (3.2%)	4.598 7	1.114 36	
11	Liquidity for smooth running of the business.	36 (22.9%)	80 (51.0%)	15 (9.6%)	21 (13.4%)	5 (3.2%)	6.019 1	8.011 59	
	Customer Perspective								4.91
12	Customer rating of product quality.	42 (26.8%)	89 (56.7%)	10 (6.4%)	5 (3.2%)	5 (3.2%)	6 (3.8%)	4.891 7	1.163 44

13	Low cost of production affects product quality.	47 (29.9 %)	47 (29.9 %)	32 (20.4 %)	10 (6.4%)	16 (10.2 %)	5 (3.2 %)	4.535	1.407
14	Book publishing firm policies ensure customer retention.	43 (27.4%)	47 (29.9 %)	46 (29.3%)	5 (3.2 %)	10 (6.4%)	6 (3.8 %)	4.573	1.306
15	There is high rate of customer's complaints.	21 (13.4%)	53 (33.8%)	10 (6.4 %)	40 (25.5%)	6 (3.8%)	27 (17.2%)	3.758	1.669
16	Book publishing firm deals with customer's complaints.	57 (36.3 %)	47 (29.9%)	27 (17.2 %)	26 (16.6%)			4.859	1.088
17	Book publishing firm deals with	53 (33.8 %)	61 (38.9%)	27 (17.2 %)	10 (6.4%)	6 (3.8 %)		4.885	1.171

customer's
suggestions.

18 Customers 73 47 11 21 5 5.031 1.168
communication (46.5) (29.9 %) (7.0%) (13.4% (3.2% 8 06
system))

19 Acquiring new 38 78 15 20 6 4.777 1.071
customers (24.2 %) (49.7 %) (9.6%) (12.7 (3.8% 1 77
through novel %)
Initiatives.

20 Awareness of 48 52 16 21 15 5 5.541 6.403
publishing (30.6 %) (33.2 %) (10.1%) (13.4 (9.6 (3.2 4 62
book %) %) s%)
publishing
firm's brand

21 Managing 32 90 10 15 10 6.286 8.952
corporate (20.4%) (%57.3) (%6.4) (9.6%) (6.4%) 6 19
image.

**Internal
perspective**

4.9
1

22 Design of 43 79 25 5 5.656 3.621
products are (27.4% (50.3 (15.9 (3.2%) 1 01
usually) %)

	according to customer's specification							
23	Develop new products	54 (34.4%)	83 (52.9%)	15 (9.6 %)	5 (3.2 %)	5.184 7	.7322 4	
24	Production of highly innovative products	28 (17.8%)	89 (56.7 %)	25 (15.9 %)	15 (9.6%)	4.828 0	.8334 2	
25	Improve production process	43 (27.4 %)	63 (40.1 %)	26 (16.6 %)	25 (15.9 %)	4.789 8	1.019 25	
26	Ensuring high quality products quality.	38 (24.2 %)	68 (43.3%)	35 (22.3 %)	11 (7.0%)	5 (3.2 %)	4.783 4 2	.9956 2
27	Promotion of new products	73 (46.5%)	58 (36.9%)	21 (13.4%)	5 (3.2%)	5.267 5	.8116 3	
28	Timely services to customers.	53 (33.8 %)	83 (53.9%)	11 (7.0%)	10 (6.4 %)	5.140 1	.8043 0	

29	Prompt products delivery to customers.	79 (50.3%)	53 (33.7 %)	5 (3.2%)	15 (9.6 %)	5 (3.2%)	5.184	7	1.084
30	Prompt response to client's complains and queries	73 (46.5%)	43 (27.4 %)	31 (19.7%)	10 (6.4%)		5.140	1	.9504
31	Follow up on clients after production.	73 (46.5 %)	42 (36.8 %)	32 (20.4%)	10 (6.4%)		5.133	8	.9547
32	Simplifying publishing procedures.	41 (26.1 %)	58 (36.9%)	32 (20.4%)	10 (6.4 %)	10 (6.3%)	6 (3.8 %)	4.586	1.320
33	Errors in publishing process.	52 (33.1%)	26 (16.6%)	15 (9.6 %)	37 (3.6%)		5 (3.2 %)	4.216	1.594
34	Book publishing firm branches connection.	27 (17.2%)	68 (43.3%)	26 (16.6%)	5 (3.2%)	21 (13.4 %)	10 (6.4 %)	4.286	1.480

35	Book publishing firm branches collaboration and exchange of ideas	43 (27.4 %)	36 (35.7%)	15 (9.6 %)	32 (20.4 %)	11 (7.0%)	4.560 5	1.277 71
	Learning and Growth perspective							4.9 7
36	Employee's participation in decisions	17 (10.8 %)	77 (49.0 %)	26 (16.6 %)	31 (19.7 %)	6 (3.8%)	4.433 1	1.045 59
37	Employees effectiveness while carrying out their duties.	48 (31.2 %)	83 (52.9 %)	15 (9.6 %)	10 (6.4%)		5.089 2	.8115 8
38	Employees are effective while carrying out their duties.	27 (17.2%)	88 (56.1 %)	27 (17.2 %)	10 (6.4%)	5 (3.2%)	4.777 1	.9170 7

39	Continuous update of information systems.	32 (20.4 %)	78 (49.7 %)	31 (19.7%)	16 (10.2 %)		.8802	
40	Presence of open communication systems	37 (23.6%)	68 (43.3%)	32 (20.4 %)	15 (9.6 %)	5 (3.2%)	4.745	1.024
41	Supporting good and creative ideas.	66 (42.0 %)	51 (32.5 %)	15 (9.6 %)	20 (12.7 %)	5 (3.2%)	6.426	7.598
42	Holding workshops to enhance employee's skills.	63 (40.1 %)	31 (19.7%)	41 (26.1 %)	12 (7.6 %)	10 (6.4%)	4.732	
43	Supporting developmental policies	59 (37.6 %)	26 (16.6 %)	46 (29.3 %)	21 (13.4 %)	5 (3.2 %)	4.719	1.192

Overall Criterion Mean

4.9

1

Decision Rule: If mean ranges from 1 – 2.9 = Very Low Level ; 3 – 4.9 = Low Level ; 5 -5.5 = High Level ; 5.6 – 6 = Very High Level.

Table 4.2 reveals that based on financial performance, 51.0% and 33.1% of the respondents agreed that their firms performed very high and high in terms of debts settlement rate, 70.7% and 12.7% of them agreed that their firm performed high and partially high in terms of generating revenues from the services of the book publishing firm, 47.1% and 29.9% of the respondents agreed that the performance of their firm is high level and very high level in terms of meeting financial obligation of staff. Also, 37.6% and 29.3% of the respondents confirmed that their firm performed high and partially high in terms of achieving increasing profit. 33.8% and 32.5% affirmed that their firm perform very high and partially high in terms of Return on Investment, 38.9% and 31.2% of them agreed to partially high and high level of performance in terms of return on sales, 37.6% and 29.9% of them agreed that their firms performed highly and very highly in terms of reaching financial goals. More so, 36.3% and 24.2% of the respondents agreed that in terms of gross profit margin, their firm perform high and very high respectively, 40.1% and 24.2% of them agreed they performed high and very high in terms of evaluating financial performance in sequential time interval, 33.8% and 24.2% agreed to have performed high and very high in terms of comparing financial performance in sequential time intervals in publishing industry, 51.0% and 22.9% agreed to have performed high and very high in terms of liquidity for smooth running of the business. On customer perspective, 56.7% and 26.8% attest that their firms performed high and very high in terms of customer rating of product quality, 29.9% each agree that their firm performed very high and high in terms of how low cost of production affects product quality, 29.9% and 29.3% agree that their firms performed very high and high in relation to formulating policies which ensure

customer retention, 33.8% and 25.5% concurred to high and partially low performance that their firms performed in terms of high rate of customers complaints, 38.9% and 33.8% agreed to highly and very highly performance in terms of how publishing firms deal with customers' suggestions, 49% and 24.2% agreed to high and very high performance in term of customer communication system, 49.7% and 24.2% confirmed that they perform high and very high in terms of acquiring new customer through novel initiative, 33.2% and 30.6% agreed that they performed high and very high in terms of awareness of publishing brand, 57.3% and 20.4% agreed their firms performed high and very high in terms of managing corporate image.

Focus on internal perspective revealed that 50.3% and 27.4% attest that their firms performed high and very high in terms of designing of products that are according to customers specification, 52.9% and 34.4% confirmed that their firms highly and very highly performed in terms of developing new products, 56% and 17.8% reported that their firms performed high and very high in terms of producing highly innovative products, 40.1% and 27.4% agreed that their firms highly and very highly performed in terms of improving production process, 43.3% and 24.2 confirmed that they highly and very highly performed in terms of ensuring high product quality, 46.5% and 36.9 are in very high level and high level of performance in terms of promoting new products, 53.9% and 33.8 responded that their firms experienced high and very high level of performance in terms of timely service to customers, 50.3% and 33.7% agreed that their firms performed very high and high in terms of prompt product delivery to customers, 46.5% and 27.4 confirmed that their firms recorded very high level and high level performance in terms of prompt response to clients' complaints and queries, 46.5% and 36.8% agreed that their firms are in very high level and high level in term of follow-up on clients after production, 36.9% and 26.1% reported that they

performed high and very high in terms of simplifying publishing procedures, 33.1% and 23.6% confirmed that their firms are very highly and partially low experience performance in terms of error in publishing process, 43.3% and 17.2% attested that their firms performed high and very high in terms of book publishing firms' branches connection, 35.7% and 27.4% of the respondents reported that their firms performed high and very high in terms of branches collaboration and exchange of ideas. On learning and growth perspective, 49.0% and 19.7% of the respondents agreed that they performed highly and partially low in terms of employees' participation in decision-making process, 52.9% and 31.2% confirmed that the performance of their firms is at high level and very high level respectively in terms of ensuring employee effectiveness while carrying out their duties, 49.7% and 20.4% of the participants agreed that in terms of continuous update of information system, their firms perform high and very high, 43.3% and 23.6% of them confirmed that their firms performed high and very highly in terms of supporting good and creative ideas, 40.1% and 26.1% of the respondents attest that their firm perform very high and partially high in terms of holding workshop to enhance employee skills while 37.6% and 29.3% of the respondents agree that their firm performed very high and partially high in terms of supporting developmental policies.

Holistically, table 4.2 revealed that organizational performance with respect to financial perspective ranked the lowest performance ($x = 4.86$, Criterion $x = 4.91$), this implies that financial perspective of the organizational performance is low. Customer and internal perspective recorded ($x = 4.91$, Criterion $x = 4.91$) each. This implies that customer and internal perspective dimension of organizational perspective were low. Learning and growth perspective recorded ($x = 4.82$,

Criterion \bar{x} = 4.91). This implies that learning and growth perspective of organizational performance is also low.

Succinctly, the findings revealed that publishing firms in Ibadan are not performing at optimum level. The result clearly shows that organizational performance of publishing firms is at low level when there are avenues for performing at very high level. The findings indicated that customer and internal perspective of organizational performance dimension recorded higher level performance when compared with other perspectives such as financial, learning and growth. This, however, does not translate into overall optimum performance. Imperatively, customer and internal perspective recorded figure equivalent to grand mean. This indicates that the performance experienced by publishing firms in terms of customer and internal perspectives is close to being satisfactory and not optimal.

Research question 2: What are the technological innovations adopted by book publishing firms in Ibadan, Oyo State?

Table 4.3: Showing the Response of the Respondents based on Technological Innovations Adopted in Publishing Firms

S/N	ITEM	A	N/A	MEAN	S.D
1	Computer Systems	141(89.8%)	16(10.2%)	1.2293	.90492
2	Memory aids like flash drives, memory cards etc	116 (73.9%)	41(26.1 %)	1.2611	.44067
3	Scanner	120(76.4 %)	37(23.6 %)	1.2357	.42577
4	Colour Printers like Laser, Hp etc	137(87.3 %)	20(12.7 %)	1.1274	.33447

5	Digital printers	135(86.0 %)	22(14.0 %)	1.1401	.34823
6	Laser printers	115(73.2 %)	42(26.8 %)	1.2675	.44408
7	Wireless Printers	84(53.5 %)	73(46.5 %)	1.4650	.50037
8	3D Printers	57(36.3 %)	100(63.7%)	1.6369	.48242
9	Thermographic Printers	63(40.1 %)	94(59.9 %)	1.5987	.49172
10	Offset Printers	59(37.6%)	98(62.4 %)	1.6169	.48773
11	Pad Printers	69(43.9%)	88(56.1%)	1.5924	.55418
12	Softwares like QuarkXPress, Adobe, Creative Suite, Corel Ventura	119(75.8 %)	38(24.2 %)	1.2420	.42969
13	Cutting machine	89(56.7 %)	68(43.2 %)	1.4968	.56187
14	Book binding machines	110(70.1%)	47(29.9 %)	1.2994	.45944
15	Muller Martini semi-automatic sewing machine	78(49.7%)	79(50.3%)	2.1720	3.46998
16	Automatic sewing machine such as Smyth F3088 with Digital 88 front end feeder.	83(52.9 %)	74(47.1 %)	1.4713	.50078
17	Embossing Machines	54(34.4 %)	104(65.6 %)	1.6879	.52931
18	Flexographic Printing Machine	88(56.1%)	69(49.1%)	1.4713	.56114
19	Letterpress Printing Machines	109(69.4 %)	48(30.6 %)	1.4331	.61262
20	Electrostatic Printing Machine	83(52.9 %)	74(47.1%)	1.5032	.56187

21	Rotogravure Printing Machines	57(36.3 %)	100(63.7%)	1.6688	.53575
22	Direct Imaging	105(66.9%)	52(33.1%)	1.3312	.47215

Source: Field work, 2021

Table 4.3 revealed that of the 157 respondents, 89.8% agreed that computer system is available in their firms while 10.2% reported that computer systems are not available, 73.9% attested that memory aids like flash drives, memory cards, etc., are available in their firms while 26.1 confirmed that these are not available; 76.4% of the respondents confirmed that scanner is available in their firms while 23.6% of them indicated that scanner is not available, 87.3% of the participants agreed that colour printers like laser, Hp are available in their firm while 12.7% agree that those are not available, 86.0% agreed that their firm has digital printers while 14.0% said they are not available, 73.2% confirmed that laser printer is available in their firm while 26.8% said it's not available, 53.5% and 46.5% of the respondents agree that wireless printers are available and not available respectively, 63.7% of the respondents indicated that 3D printers are not available in their firm while 36.3% agree that 3D printers are available, 59.9% of the respondents agreed that thermographic printers are not available while 40.1% indicated they are, 62.4% of the respondents confirmed that offset printers are not available while 37.6% indicated that they are available, 56.1% agree that pad printers are not available while 43.9% of them agreed that they are available, 75.8% indicated that software like QuarkXPress, Adobe creative suit, Corel Ventura are available while 24.2% indicated that they are not available, 56.7% of the respondents confirmed that cutting machine are available while 43.2% attest that they are not available, 70.1% of the participants indicated that book binding machines are available in their firm while 29.9% of them reported

otherwise, 50.3% of the respondents agreed that Muller Martini semi-automatic sewing machine are not available while 49.7 % of the respondents indicated that they are available, 52.9% of the respondents agreed that automatic sewing machine such as Smyth F3088 with digital 88 front end feeder are available while 47.1% of the respondents indicated otherwise, 65.6% of the respondents confirmed that embossing machines are not available in their firm while 34.4% of them agreed they are, 56.1% of the respondents agreed that flexographic printing machines are available while 49.1% of them indicated that it's not available, 69.4% of the participants responded that letterpress printing machines are available while 30.6% indicated that they are not available, 52.9% of the respondents agreed that electrostatic printing machines are available in their publishing firm while 47.1% of them indicated otherwise, 63.7% of the participants confirmed that rotogravure printing machines are not available while 36.3% of the respondents agreed that they are available, 66.9% of the respondents attested that direct imaging machines are available in their firms while 33.1% indicated otherwise.

It is garnered from the result emanating from the study that computer systems are the most available technological innovation in the book publishing firms in Ibadan, followed by colour printers and digital printers. Scanners, memory aids, flash drives, lazer printers, QuarkXpress, Adobe, book binding machines, letterpress printing machines, direct imaging machines are also available in book publishing firms in Ibadan while wireless printers, cutting machine, automatic sewing machine such as smyth F3088 with digital 88 front end feeder are not satisfactorily available. The result indicated that 3D printers, offset printers, thermographic printers, embossing machines, pad printers, Muller Martini semi-automatic sewing machines, Rotogravure Printing

Machines are reported not available, and these are key technological innovations in book publishing firms in Ibadan.

Research question 3: Which of the ethical issues are prevalent in the book publishing firms in Ibadan, Oyo State?

Table 4.4: Showing the Response of the Respondents Based on Ethical Issues Prevalent in the Book Publishing Firms

S/N	ITEMS	HP	P	RP	NP	MEAN	S.D
1	Etiquette issue	46(29.3%)	56(35.7%)	33(21.0 %)	22(14.0%)	2.1975	1.01552
2	Fraudulent publication issue	52(30.1%)	36(22.9%)	17(10.8%)	52(36.1 %)	2.4395	1.25748
3	Duplicate publication issue	31(19.7%)	47(29.9%)	42(26.8 %)	37(23.6 %)	2.5414	1.05909
4	Plagiarism issue	47(29.9 %)	42(26.8%)	38(24.2%)	30(19.1 %)	2.5732	1.17781
	Authorship issue	76(48.4 %)	45(28.7 %)	36(22.9 %)		2.4968	1.09559
6	Infrastructural decadence	52(33.1%)	47(29.9%)	36(22.9 %)	22(14.0%)	2.4076	1.22974
7	Piracy issue	93(58.6%)	33(21.0 %)	32(20.4 %)		2.2632	1.17218
8	Printing consumables	11(7.0 %)	38(24.2 %)	67(42.7 %)		1.9554	.97628
9	Marketing issue	66(42.0%)	48(30.6%)	37(23.6 %)	6(3.8 %)	2.1465	.82287
10	Copyright issue	51(32.5 %)	41(26.1 %)	37(23.6%)	28(17.8 %)	2.2675	1.10001

Source: Field work, 2021

Table 4.4 revealed that 35.7% of the respondents confirmed that etiquette issue is prevalent while 29.3% indicated that etiquette issue is highly prevalent, 36.1% and 30.1% of the respondents attest that fraudulent publication issue is not prevalent and highly prevalent respectively, 29.9% of them confirmed that duplicate publication issue is prevalent while 26.8% agreed that they are rarely prevalent, 29.9% and 26.8% confirmed that plagiarism issue is highly prevalent and prevalent ethical issues in their firm, 48.4% and 28.7% of the respondents indicated that authorship issues is highly prevalent and prevalent in their firms, 33.1% and 29.9% confirmed that infrastructural decadence is highly prevalent and prevalent ethical issue, 58.6% and 21.0% agreed that piracy issue is highly prevalent and prevalent ethical issues in their firm, 42.7% and 24.2% attests that printing consumables are rarely prevalent and prevalent respectively, 42.0% and 30.6% confirmed that marketing issue is highly prevalent and prevalent in their firms, 32.5% respondents reported that copyright issue is highly prevalent while 26.1% indicated that it is prevalent.

Findings emanating from the research question posed revealed that piracy issues are the most highly prevalent ethical issues in book publishing firms in Ibadan, followed by authorship issues, marketing issues and infrastructural decadence. Etiquette issue is found to be the most prevalent ethical issues in book publishing firms in Ibadan. Printing consumables are rarely prevalent while fraudulent publications are not prevalent. This implies that most book publishing firms in Ibadan battle with piracy issue, authorship issue, marketing issue, infrastructural decadence and etiquette issue as ethical challenges.

Table 4.5: Correlation Matrix Showing the Relationship Between Study Variables.

Variables	Mean	Std.Dev	1	2	3	4	5
Organizational performance	143.211	17.3488	1.000				
Technological innovation	82.2013	12.0859	.803**	1.00			
Authorship	2.4013	.69669	.666**	.193*	1.000		
Duplicate publication	1.1783	.61502	-.163*	-.089	.251**	1.000	
Plagiarism	2.7134	.99390	-.572**	.208**	.426**	-.052	1.000

***Correlation is significant at 0.05(2-tailed)**

Table 4.5 revealed the relationship of each independent variables (technological innovation, ethical issues; authorship, duplicate publication and plagiarism) with the dependent variable (organizational performance); organizational performance positively correlated with technological innovation ($r = .803$, $p < 0.01$), authorship ($r = .666$, $p < 0.01$), duplicate publication ($r = -.163$, $p < 0.05$), plagiarism ($r = -.572$, $p < 0.01$), thus the null hypotheses is rejected. This implies that the higher the technological innovation, authorship, duplicate publication and plagiarism the higher the likelihood of experiencing organizational performance. Duplicate publication and plagiarism are significantly negatively correlated with organizational performance.

Hypothesis 1: There will be no significant combine influence of technological innovation and ethical issues (authorship, duplicate publication and plagiarism) on organizational performance of book publishing firms in Ibadan, Oyo State.

Table 4.6: Summary of Regression for the Combine Influence of Independent Variables to

R =.688

R Square =.577

Adjusted R square =.676

Std. Error =2.69270

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	665.474	4	221.825	74.716	.000 ^b
	Residual	1235.059	149	2.969		
	Total	1900.533	153			

the Prediction of Organizational Performance.

Table 4.6 reveals significant combine influence of the independent variables technological innovation and ethical issues; authorship, duplicate publication and plagiarism to the prediction of organizational performance. The result yielded a coefficient of multiple regressions $R = 0.688$ and multiple R-square = .577. This suggests that the four factors combined accounted for 67.6% ($Adj.R^2 = .676$) variance in the prediction of organizational performance. The other factors accounting for the remaining variance are beyond the scope of this study. The ANOVA result from the regression analysis shows that there was a significant effect of the independent variables on the organizational performance, $F_{(4, 153)} = 74.716$, $P < 0.01$. $\eta^2 = 0.350$. The table further reveals that

the independent variable has moderate effect on the dependent variable. The independent variables accounted for 35% ($\eta^2= 0.350$) in the variation of change of the dependent variable.

Hypothesis 2: There will be no significant relative influence of technological innovation and ethical issues (authorship, duplicate publication and plagiarism) on organizational performance of book publishing firms in Ibadan, Oyo State.

Table 4.7: Relative Influence of the Independent Variables to the Prediction of Organizational Performance.

Model	Unstandardized		Standardized	T	Sig.
	Coefficients				
	B	Std. Error	Beta		
(Constant)	21.694	1.642		13.210	.000
1 Technological Innovation	.989	.019	.689	52.954	.000
Authorship	9.382	.380	.373	24.687	.000
Duplicate Publication	4.054	.374	.145	10.826	.002
Plagiarism	4.727	.259	.265	18.217	.003

Table 4.7 shows that the four predictors (technological innovation, ethical issues; authorship, duplicate publication and plagiarism) are potent predictors of organizational performance. The most potent factor was technological innovation (Beta = .689, $t= 52.954$, $P<0.01$), followed by authorship (Beta = .373, $t= 24.687$, $P<0.01$), followed by plagiarism (Beta = .265, $t = 18.217$, $P<0.05$), duplicate publication (Beta = .145, $t= 10.826$, $P<0.01$). This implies that an increased

influence of technological innovation will improve organizational performance by 68.9%, authorship will increase organizational performance by 37.3%, plagiarism will increase organizational performance by 26.5% while duplicate publication will increase organizational performance by 14.5%.

4.2 Discussion of Findings

The survey discovered that there are more males than females working as managers in book publishing companies in Ibadan, Oyo State. The majority of book publishing company executives have a B.Sc./HND degree. It was also discovered that the majority of book publishing companies had been in business for between 21 and 30 years. However, the fact that most book publishing enterprises in Ibadan have been in operation for a longer period of time does not translate into optimal performance.

The first study topic looked on the organizational effectiveness of Ibadan's book publishing companies. In a nutshell, the findings revealed that publishing enterprises in Ibadan are underperforming. The result clearly demonstrates that publishing enterprises' organizational performance is at a high level when there are opportunities to operate at a very high level. This suggests that Ibadan's publishing houses are underperforming. This finding is supported by the findings of a researcher who found that the organizational performance of Nigerian book publishing enterprises has been steadily declining¹. In a similar line, the study coincides with the submission of a study in which the researcher² indicated that the financial performance of book publishing was low. The studies also revealed that when compared to other viewpoints such as financial, learning, and growth, the customer and internal perspectives of organizational

performance dimension performed better. This, however, does not imply that you are performing at your best. The findings are consistent with a research that revealed that book publishing enterprises in Ibadan are performing poorly when compared to the dynamism seen in the 1990s.

The second research topic looked into how book publishing companies in Ibadan, Oyo State, used technological developments. According to the statistics, computer systems are the most often used technological innovation by book publishing companies in Ibadan. This finding is in line with a study that found that Nigerian publishing houses are trailing behind in terms of technological innovation adoption³. In contrast to developed countries, most publishing houses in Ibadan still use outdated analog and outmoded computer technology for printing and publishing. The findings are also in line with the findings of ⁴, who stated that most book publishing companies in Nigeria lack modern technology developments. It is critical to remember that the availability of a computer system does not imply optimal performance, since the adoption of other modern technological advancements is linked to the success of book publishing companies.

The third study topic investigated if ethical issues are common in Ibadan, Oyo State's book publishing enterprises. The studies revealed that the most common ethical difficulties in book publishing companies are piracy, authorship, marketing, and infrastructure decadence. The findings are consistent with the conclusions of a study conducted by, which indicated that ethical issues are important determinants of publishing firm performance^{5, 35}. The study also found that piracy and authorship difficulties were common ethical concerns in book publishing companies.

In line with this, infrastructure decadence was reported to be a major ethical issue in publishing organizations, as most buildings and systems remained in the same position for longer than was recommended⁶.

Before the first hypothesis, the relationship between technological innovation, ethical issues (authorship, duplicate publication, and plagiarism), and organizational success was investigated. The data demonstrated that each independent variable (technology innovation, ethical concerns; authorship, duplicate publishing, and plagiarism) has a statistically significant association with the dependent variable (organizational performance). This supports the findings of a study by which found a significant link between technical innovation and performance^{7,31,32}. An examination of the relationship between the usage of internet-based innovation technologies, various types of innovation, and financial success at the level of book publishing firms reveals that there is a correlation between technical innovation and performance^{8,9,33,34}. The study analyzed data from European businesses, and the results of the empirical analysis revealed that internet-based innovation tools were important in supporting innovation in 2003^{7,302}. The findings also revealed that all technology improvements, whether internet-enabled or not, contributed to favorable turnover and employment growth, resulting in improved overall organizational performance.

Furthermore, according to a study, as the innovation process progresses, organizations who are perceived to be innovative will be able to continue to reap favorable profits on newer or improved products¹⁴⁴. In a similar vein, a research of product development characteristics such as the quality of the firm's technological innovation revealed a favorable relationship between sales volume, customer loyalty, profitability, and organizational success.^{9,10,11} The findings are consistent with a study that revealed authorship complications to be significantly associated with low book patronage, which will eventually affect the publishing firm's financial success.^{12,30} Duplicate publication was also shown to have a significant correlation with the organizational performance

of publishing firms; this finding backs up the findings of a study that found duplicate publication to have a substantial impact on the performance of book publishing firms.

High production costs stemming from the importation of the majority of raw materials (particularly paper) and restricted design, production, and printing capacities have enticed many publishers to duplicate products, according to the study. Nonexistent bookstores, insufficient transportation and postal facilities, depreciating academic library budgets, and limited purchasing power of academics for whom scholarly publications are intended are all examples of distribution and marketing obstacles that have an impact on organizational performance. Plagiarism and organizational performance were also found to have a strong link. The findings backed with a study that found plagiarism is strongly linked to the performance of publishing companies. The author stated that in order to improve financial performance, publishers will need to handle plagiarism-related difficulties^{13,28,29}.

The first hypothesis looked at the independent variables' combined contribution to the prediction of organizational performance (technological innovation, ethical concerns; authorship, duplicate publishing, and plagiarism). The first hypothesis found that technological innovation, ethical concerns, authorship, duplicate publishing, and plagiarism all had a substantial combined effect on organizational performance prediction. At the 0.05 level, organizational performance was determined to be significant. To back up this assertion, a study found that technological innovation had a significant impact on organizational performance¹⁴. They concluded by stating that technological innovation is the best form of innovation that may lead to high-level performance in a book publishing organization, regardless of the type of innovation offered.

In a similar line, a follow-up study found that publishing firms who attempt to solve ethical issues outperform those that do not, using data from publishing corporations to compare those organizations that are interested on ethical conducts and those that are not¹². Similarly, a study found that book publishing enterprises' ethical difficulties are an inherent source of decrease in organizational performance, which is currently of uttermost concern to all stakeholders in the publishing industry¹⁵. The study goes on to say that when companies conduct their daily operations ethically, they are more likely to do well¹². Ethical issues in book publishing firms are concerned with matters relating to compliance with principles guiding ethical conduct. When combined with sophisticated technological innovation, ethical conduct is about members of a specific organization/industry demonstrating obedience to key moral principles established to guide conduct of activities within the profession, which could predict the performance of book publishing firms.

The second hypothesis found that each of the independent factors contributed significantly to the prediction of organizational performance of book publishing enterprises in the Ibadan metropolitan area. Technological innovation made the largest impact in terms of size. Authorship, plagiarism, and duplicate publishing are listed in that order.

This finding is consistent with the findings of the works, which found that in order for a book publishing company to remain competitive in a dynamic environment and achieve its set goals of profitability, sales volume, and market share, it must continually improve products to meet changing customer desires and needs through the adoption of technological innovations^{16,17}. Similarly, a study found that book publishing firms that embrace innovation have faster sales turnover than book publishing firms that do not embrace innovation.²⁵⁸ The study discovered that

innovative sales share predicts the change in sales turnover of book publishing companies. Higher product levels, better product standards, and process-oriented results such as improved production flexibility and expanded production capacity all indicate the effects of innovation. Internet-based studies were the focus of the research¹⁷. Technological innovation, in whatever form, predicts the level of organizational success in a specific corporation, according to product and process innovation^{18,19}. The study discovered that innovative book publishing firms consistently outperform non-innovative book publishing firms in terms of growth, that there is a strong positive relationship between innovation and subsequent growth, and that growth is strongly linked to prior investment in innovation activity. In a subsequent analysis of the same data set, researchers discovered that there is a two-way relationship between innovation and book publishing firm performance: innovative book publishing firms outperform non-innovators, but better-performing book publishing firms are also more likely to innovate and devote more resources to Innovation^{20,22,25}.

In addition, a study found that authorship impacts organizational performance, concluding that the presence or absence of authorship difficulties in publishing firms predicts their performance level^{15,26,27}. They go on to say that new publications by unknown authors may not appeal to customers since the importance of authors cannot be underestimated. There have been authors who have gone on to acquire contracts with major publishing houses. Professional editing and marketing services are provided by such organizations, which improve the quality of the work and increase sales, hence improving overall organizational performance in the long run.

Plagiarism has also been demonstrated to predict organizational performance. This statistics is consistent with a study by, which found that original books with novel ideas account for about 60% of publishing organizations' revenue³¹. According to a study, if a book is suspected of plagiarizing, patronage will be scientifically lowered because the publishing firm may be sanctioned, resulting in inferior organizational performance²¹. Similarly, due to ethical difficulties such as duplicate publication, financial profitability has remained rather stable over the last decade. However, most publishing companies' performance development has been stifled as a result of duplicate publication²⁵. According to the findings, duplicate publication is a factor for poor organizational performance in book publishing companies.

End notes

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Chapter Five

Conclusion

This chapter presents and discusses the summary of findings, conclusion and provides useful recommendations, contributions to knowledge and suggestion for further studies.

5.1 Summary of the Findings

In Ibadan, Oyo State, the study looked into technological innovation, ethical issues, and organizational effectiveness of book publishing enterprises. The study looked at technological innovation through process and product innovation, ethical concerns through authorship, duplicate publication, and plagiarism, and organizational performance through financial, customer, internal, and learning and growth metrics. Five objectives, three research questions, and two hypotheses were established at the commencement of the project. The respondents are the entire executive team of an Ibadan-based book publishing company. This is because they are active in the book publishing firm's management and are more likely to be able to supply crucial information when it is needed. The study's scope included all registered book publishing enterprises in Ibadan, that is, firms that are members of the Nigerian Publishers Association. This is explained by the fact that the majority of book publishing companies in Oyo State are based in Ibadan.

Conceptually, theoretically, and experimentally, the literature was examined. Based on Resource Based View theory, Technical Determinism theory, Innovation Diffusion theory, and Utilitarianism theory to the current investigation was underlined, while Kaplan and Norton's Balance Score Card theory anchored the study. Financial viewpoint, customer perspective, internal perspective, and learning and growth perspective are the four key views on organizational

performance, according to the idea. Financial measures, according to the notion, should be combined with other key performance indicators to determine total organizational performance. To be regarded as ideally performing, organizations must perform in the four aforementioned perspectives, not only financial measures. The study used a descriptive technique and used a survey research design. The survey included 204 management workers from Ibadan's 51 book publishing companies. The entire enumeration sampling technique was used, which resulted in a sample size of 204 management staff. Data was collected from the 204 management staff members of the registered book publishing companies using questionnaires. Out of 204 managers, 157 completed the questionnaire, giving a response rate of 77 percent. The acquired data was examined using descriptive statistics of frequency and simple percentage in SPSS version 24. At the 0.05 level of significance, the hypotheses were examined using Pearson Product Moment Correlation (PPMC) and multiple hierarchical regression analysis. The following is a brief description of the findings:

1. Males hold more managerial positions in book publishing companies than females, and the majority of managers hold an HND/B.Sc./B.A. degree. Even though the bulk of these book publishing enterprises have been in existence for twenty years or more, most managers who work in them spend an average of six to ten years, with only a handful spending more than sixteen years.
2. Overall, the organizational performance of registered book publishing companies based in Ibadan is poor.
3. In terms of organizational performance indices, financial performance came in last, followed by learning and growth perspectives, customer perspectives, and finally internal perspectives.

4. The majority of the complex machines that have evolved as a result of technological advancements were not available at Ibadan's book publishing enterprises. Wireless printers, cutting and sewing machines such as the F3088 are satisfactorily available, while 3D printers, offset printers, thermographic printers, embossing machines, pad printers, Muller Martini semi-automatic sewing machines, and Rotogravure Printing Machines are reportable.
5. The most common ethical concern in book publishing enterprises in Ibadan is piracy, which is followed by authorship, marketing, and infrastructure decadence. The most common ethical issue in book publishing enterprises in Ibadan has been discovered to be etiquette. Printing consumables are uncommon, and fake publications are uncommon as well. As a result, most book publishing companies in Ibadan face ethical issues such as piracy, authorship, marketing, infrastructure decadence, and etiquette.
6. Each independent variable (technology innovation, ethical concerns; authorship, duplicate publishing, and plagiarism) has a statistically significant association with the dependent variable; organizational success.
7. The independent factors, technical innovation and ethical concerns; authorship, duplicate publishing, and plagiarism, had a substantial combined influence on the prediction of organizational performance.
8. Technological innovation is the most powerful predictor of organizational performance, while authorship is the most powerful predictor of organizational performance, followed by plagiarism, and duplicate publication is the least powerful predictor of organizational performance among the ethical issues studied.

5.2 Conclusion

The goal of the study was to see how technical innovation, as well as ethical issues (authorship, plagiarism, and duplicate publication) influenced the organizational performance of book publishing companies in the Ibadan metropolitan. When all dimensions (financial and non-financial) of performance are considered, the research finds that many organizations are ill-organized, uncentralized, and unable to measure up to standard. In terms of financial performance, the organization's performance was the worst. This is concerning, because financial perspective has been shown to be a major gauge of organizational effectiveness as well as a significant goal that businesses try to achieve. Other aspects of book publishing companies' organizational effectiveness aren't compensating either. This obviously demonstrates that book publishing houses have failed to properly bridge the gap and fill the literacy vacuum that exists in both the academic and fictional communities.

The relationship between organizational performance and technological innovation shows that technical innovation has become one of the primary drivers of performance in the twenty-first century. The link is determined to be linear, meaning that the more technology innovation a company adopts, the more likely it is to experience organizational performance. Though the study does not establish a causative relationship, there is obvious evidence that a positive relationship exists, as most developing countries, including Nigeria, with a focus on Oyo State, have yet to catch up to worldwide best practices, although in the area of technological innovation. This has a knock-on effect on book publishing companies. The inability of book publishing companies to recognize, accept, adopt, and decide to unconditionally measure up to the rapid expansion of technological innovation development is linked to their poor performance.

Ethical concerns are crucial in achieving organizational goals. These have been linked to the success of book publishing companies. Book publishing companies' organizational performance is influenced and predicted by ethical difficulties (authorship, plagiarism, and duplicate publication). The magnitude of piracy is consistently obvious in the study as one of the primary ethical difficulties present in book publishing organizations, the presence of which is understood to have a detrimental impact on organizational financial performance.

5.3 Recommendations

The goal of every research project is to add to the body of knowledge and promote society's general development by producing fresh information that will either improve the current situation or provide new ideas and techniques for solving problems. In order to have such an influence, this study suggests the following:

1. Executives of book publishing companies should make it a priority to improve their companies' organizational performance, which was shown to be low in the study. For overall ideal performance, this can be accomplished by focusing on improving the indices of organizational performance measured, such as financial performance, learning and growth, customer perspective, and internal perspective, in that order.
2. Book publishing executives should pursue new commercial prospects and financial investments in order to maintain liquidity at all times. For effective learning and growth in their businesses, they should encourage people to be aware, accurate, and accountable. They should work consciously to increase client happiness while also improving internal operations.

3. To increase the quality of their services and goods, book publishing companies should adopt and ensure effective use of more recent sophisticated technology breakthroughs in process and production.
4. In times of economic distress, executives of book publishing companies should lower prices to what the client can afford, or seek government and corporate action to deter piracy. To avoid authorship concerns, they should educate authors on their responsibilities and obligations for published work.
5. A centralized authority should be established to implement programs and laws to discourage the current ethical issues of piracy, authorship, marketing, infrastructure decadence, and etiquette.
6. Ethical conducts in book publishing enterprises must be instituted, and there is a need for a regulatory authority to oversee the application of ethical conducts and the prosecution of violators. Ethical difficulties such as duplicate publication and plagiarism, which can stymie the best performance of book publishing companies, should be made known not just to industry actors but also to the general public through public awareness campaigns.

5.4 Contribution to Knowledge

According to the literature evaluation, technical innovation and ethical issues do not have a substantial relationship with and/or predict organizational performance. However, this study found that technological innovation and ethical issues have a major impact on organizational effectiveness in book publishing companies. Technological innovation accounted for 68.9% of the prediction of organizational performance, whereas ethical issues such as authorship, plagiarism, and duplicate publication accounted for 37.3 percent, 26.5 percent, and 14.5 percent, respectively.

The combined influence of technical innovation and ethical issues on organizational performance in book publishing enterprises is 67.6 percent.

The researcher created a conceptual model (section 2.4) to determine the relationship between technological innovation, ethical concerns, and organizational performance Ibadan, Oyo State's book publishing enterprises. The study also added to theoretical knowledge by confirming the assumptions of the Balance Score Card theory, Resource Based View theory, and Utilitarianism theory. This is because the study is based on the three hypotheses.

5.5 Area of Further Research/Studies

The study looked at book publishing enterprises in Ibadan, Oyo State, for technological innovation, ethical concerns, and organizational effectiveness. However, in order to expand the boundaries of knowledge, the following topics of research are suggested for additional investigation:

1. This study can be reproduced in Nigeria's other geopolitical zones. It might potentially be done with various methods of measuring organizational performance than those utilized in this study. In order to revalidate the conclusions of this investigation, an alternative methodology can be utilized.
2. This study should be conducted with a broader scope, taking into account a larger sample size, such as other non-registered publishing companies, which make up a higher percentage of the market.

3. The study used a questionnaire-based survey research approach; however, for more robust data, future research could consider Key Informant Interviews (KII) and Focused Group Discussions.
4. Another study on ethical difficulties in book publishing corporations should look into the piracy issue, which was not one of the ethical issues investigated but was regarded as the most widespread ethical issue in the study.

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Appendices

Section A: Demographic Information

Please carefully go through each item and tick () as appropriate.

1. Gender: Male () Female ()
2. Highest academic qualification: ND/NCE () B.Sc./BA/HND () PGD/MBA/MSc/MA () MPhil () PhD () others, (please specify).....
3. Job Level: Top management () Middle management () Operational management ()
4. Length of Service: Below 5yrs () , 6-10yrs () , 11-15yrs () 16yrs + ()
5. For how long has your company been in publishing business? 5 – 10 years () 11 – 20 years ()
21 – 30 years () 30 years and above ()
6. Kindly rate your **knowledge** of the overall organizational activities and performance of your company on the scale below.

Very low

Excellent

1	2	3	4	5	6	7	8	9	10
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Section B: Organizational Performance of Publishing Book publishing firm

Please tick the option that best explains your idea/view of the level of organizational performance of your publishing book publishing firm.

6 = Very High level; 5 = High level; 4 = Partially High level; 3 = Partially Low level; 2 = Low level; 1 = Very Low level

S/N	Organizational Performance	VHL	HL	PHL	PLL	LL	VLL
Items							
Financial Perspective							
1.	Debts settlement rate						
2.	Generating revenues from the services of the book publishing firm						
3.	Meeting financial obligations of staff						
4.	Achieving increasing profit.						
5.	Return on investment (ROI)						
6.	Return on sales (ROS)						
7.	Reaching financial goals						
8.	Gross profit margin						
9.	Evaluating financial performance in sequential time intervals.						
10.	Comparing financial performance in sequential time intervals in publishing industry.						
11.	Liquidity for smooth running of the business.						
Customer Perspective							
12.	Customer rating of product quality.						
13.	Cost reduction affects product quality.						

14.	Book publishing firm policies ensure customer retention.						
15.	Rate of customer's complaints						
16.	Book publishing firm deals with customer's complaints.						
17.	Book publishing firm deals with customer's suggestions.						
18.	Customer's communication system						
19.	Acquiring new customers through novel Initiatives.						
20.	Awareness of publishing book publishing firm's brand						
21.	Managing corporate image.						
Internal perspective							
22.	Design of products according to customer's specification						
23.	Develop new products						
24.	Production of highly innovative products						
25.	Improve production process						
26.	Ensuring high quality products quality.						
27.	Promotion of new products						
28.	Timely services to customers.						

29.	Prompt products delivery to customers.						
30.	Prompt response to client's complains and queries						
31.	Follow up on clients after production.						
32.	Simplifying publishing procedures.						
33.	Errors in publishing process.						
34.	Book publishing firm branches connection.						
35.	Book publishing firm branches collaboration and exchange of ideas						
Learning and Growth Perspective							
36.	Employee's participation in decisions						
37.	Employees effectiveness while carrying out their duties.						
38.	Employees efficiency while carrying out their duties.						
39.	Sophisticated information system use.						
40.	Continuous update of information systems.						
41.	Open communication systems						
42.	Supporting good and creative ideas.						

43.	Holding workshops to enhance employee's skills.						
44.	Supporting developmental policies						

Section C1: Technologies available in book publishing firms.

Please indicate your opinion on the following statements by ticking the appropriate response to technologies available in your book publishing firm.

(A = Available, and NA = Not Available)

S/N	ITEM	A	NA
1	Computer Systems		
2	Memory aids like flash drives, memory cards etc.		
3	Scanner		
4	Colour Printers like Laser, Hp etc		
5	Digital printers		
6	Laser printers		
7	Wireless Printers		
8	3D Printers		
9	Thermographic Printers		
10	Offset Printers		
11	Pad Printers		

12	Software like QuarkXPress, Adobe Creative Suite, Corel Ventura		
13	Cutting machine		
14	Book binding machines		
15	Muller Martini semi-automatic sewing machine		
16	Automatic sewing machine such as Smyth F3088 with Digital 88 front end feeder.		
17	Embossing Machines		
18	Flexographic Printing Machine		
19	Letterpress Printing Machines		
20	Electrostatic Printing Machine		
21	Rotogravure Printing Machines		
22	Direct Imaging		

Section C2: Technological Innovation in Publishing

Please identify your level of agreement with the following statements by ticking the appropriate response to reveal the technological innovations adopted in your book publishing firm.

(SA= Strongly Agree, A = Agree, D=Disagree and SD=Strongly Disagree)

S/N	ITEMS	SA	A	D	SD
	Product Innovation				
1	My company provide our clients with services that offer unique benefits superior to those of competitors				

2	Our book publishing firm actively carries out its work on developing existing products and creating new products.				
3	We enhance the range of our products with not previously released products				
4	We try to acquire new products by differing technical specifications and functionalities.				
5	Our company sees creating new products/services as critical tools				
6	It is important for our company to make changes in appearance, packaging, shape, and volume of our products as may be necessary.				
7	Our company constantly looks for new ways to deliver our products to our customers.				
8	We implement new marketing methods to promote our products.				
9	We make improvements in the manner of customer relationships to obtain customer satisfaction.				
10	New ideas that come from customers and suppliers are evaluated continuously, and we try to include them into product development activities				
11	We constantly benefit from technology to enhance quality of products and services				

	Process Innovation				
12	Our book publishing firm reduces the developing time of new products				
13	Our company is flexible to provide products according to the demands of the customers.				
14	Our company develops in-house solutions to improve our Publishing processes.				
15	Our company actively works to constantly adjust its business Processes				
16	Our company adopts innovative work designs.				
17	Our company has good mechanisms for using technology from research to product development.				
18	We are better than our competitors in the manner of developing new managerial work, processes, and systems.				
19	We are successful in commercializing and institutionalizing of new products.				
20	Our company sees presenting new ideas and methods to improve business processes as important for the success of the company.				
21	Our company supports employees to take initiatives in creating new ideas				

22	Our employees cleverly transform information from internal and external sources into valuable knowledge for our company.				
23	Our company tries out new ideas and methods to provide innovative solutions to our clients' problems				
24	Our company has strong capacity in innovative design				
25	Importance is given to training R&D personnel.				
26	Our company constantly increases the allocated budget of R&D department				

Section D1: Ethical Issues in Book Publishing firm

Please indicate your opinion on the following statements by ticking the appropriate response to reveal the ethical issues that are prevalent in your book publishing firm.

(HP = Highly Prevalent, P = Prevalent, RP=Rarely Prevalent and NP = Not Prevalent)

S/N	ITEM	HP	P	RP	NP
1	Etiquette issues				
2	Fraudulent publication issues				
3	Duplicate publication issues				
4	Plagiarism issues				
5	Authorship issues				

6	Infrastructural decadence				
7	Piracy issues				
8	Printing consumables				
9	Marketing issues				
10	Copyright issues				

Section D2: Ethical Issues in Publishing

Please identify your level of agreement with the following statements by ticking the appropriate response to reveal the ethical issues prevalent in your book publishing firm.

(SA= Strongly Agree, A = Agree, D=Disagree and SD=Strongly Disagree)

S/N	ITEMS	SA	A	D	SD
Authorship					
1.	The management of my book publishing firm do ensure that authors who write books to be published do respond to criticisms from their readers.				
2.	My book publishing firm has never noticed Ghost authors writing books for publications without their names being cited on the book.				

3.	Authors are encouraged to routinely include information in all manuscripts they prepare for publication.				
4.	All published works should be associated with one author.				
5.	My book publishing firm operate co-authorship policies.				
6.	Significant contribution to concept and design of the work is important for authors in my book publishing firm.				
7.	There is much surrogate authorship going round in my book publishing firm.				
8	Each author in my book publishing firm is able to identify which co-author is responsible for which specific part of the manuscript to be published.				
9	Honorary, ghost and anonymous authorship are practiced in my book publishing firm.				
10	Authors are accountable for the accuracy and integrity of any part of their work.				
Duplicate Publication					

11.	My publishing book publishing firm has observed that customers prefer to make photocopy of a whole book rather than buy new ones.				
12.	My publishing book publishing firm never engages in the duplication of the published works of others.				
13.	My publishing book publishing firm never engages in publishing data which have been published before, reusing tables and figures in later publications, publishing larger papers et cetera				
14.	My book publishing firm operates the policy of single submission of manuscript.				
15.	Work that has been published elsewhere can also be published by my book publishing firm.				
Plagiarism					
16.	My publishing book publishing firm never engages in plagiarism.				
17.	My publishing book publishing firm never aid and abet authors to steal people's ideas.				
18.	The publishing association I belong to has done a lot to stop plagiarism among publishers in the state and country at large.				

19.	My book publishing firm emphasizes on acknowledging all sources in a book.				
20.	Authors are encouraged to admit errors in content of their work.				
21.	My book publishing firm is involved in stealing intellectual property.				
22.	Quotation marks around word taken verbatim from a source are practiced in my book publishing firm.				
23.	Authors are encouraged to limit the use of direct quotes.				
24.	Self-plagiarism is encouraged in my book publishing firm.				

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Lead City University, Ibadan
 Faculty of Communication and Information Sciences
 Department of Mass Communication and Media Technology

Dear Sir/Madam,

Research Project Attestation Form

The bearer is a student of the above named University and Department. He/she is conducting a research and your establishment has been selected as one of his/her research sample. Kindly grant him/her all necessary assistance to make the exercise a success.

Please complete the following attention form for the student on completion of the exercise. The completion of the form serves as evidence that the student actually carried out part of the work in your establishment.

Thanks for your anticipated assistance.

Lead City University
 Department of Mass Communication
 Head of Department (Signature, Date and Stamp)
 Date: 03/03/2021

Student's (Researcher) Surname..... Other Names.....
 Matriculation Number..... Programme (Degree, Masters and Ph.D).....
 Project Topic:

Attestation Section

I hereby attest that the above named student conducted a study on the above named topic in my institution/establishment

Date(s) (Days) the Research was Conducted..... 29/4/2021
 Names of Attester..... DAI O ADESIWA..... Designation..... EDITOR
 Name and Address of the Institution..... BOUNTY PRESS LTD, ORITA CHALLENGE, IB.
 Phone No..... 08162621332..... E-mail Address..... dpadesing@gmail.com

Signature, Date and Stamp
 29/4/2021





Lead City University, Ibadan
 Faculty of Communication and Information Sciences
 Department of Mass Communication and Media Technology

Dear Sir/Madam,

Research Project Attestation Form

The bearer is a student of the above named University and Department. He/she is conducting a research and your establishment has been selected as one of his/her research sample. Kindly grant him/her all necessary assistance to make the exercise a success.

Please complete the following attention form for the student on completion of the exercise. The completion of the form serves as evidence that the student actually carried out part of the work in your establishment.

Thanks for your anticipated assistance.

Lead City University
 Department of Mass Communication
 Head of Department (Signature, Date and Stamp)
 Date: 19-03-2021

Student's (Researcher) Surname..... Other Names.....
 Matriculation Number..... Programme (Degree, Masters and Ph.D).....
 Project Topic:.....

Attestation Section
 I hereby attest that the above named student conducted a study on the above named topic in my institution/establishment

Date(s) (Days) the Research was Conducted: 28/04/2021
 Names of Attester: Ayo Ogunfola, Esq. Designation:
 Name and Address of the Institution: NGBE Publishing Ltd, Omi & Sons Area, Ib.
 Phone No.: 08057976290 E-mail Address: newgenerationbooks@yahoo.com

Signature, Date and Stamp: [Signature] 28/04/2021



Lead City University, Ibadan
 Faculty of Communication and Information Sciences
 Department of Mass Communication and Media Technology

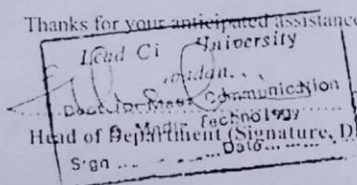
Dear Sir/Madam,

Research Project Attestation Form

The bearer is a student of the above named University and Department. He/she is conducting a research and your establishment has been selected as one of his/her research sample. Kindly grant him/her all necessary assistance to make the exercise a success.

Please complete the following attention form for the student on completion of the exercise. The completion of the form serves as evidence that the student actually carried out part of the work in your establishment.

Thanks for your anticipated assistance.


 Head of Department (Signature, Date and Stamp)
 09-03-2021

Student's (Researcher) Surname..... Other Names

Matriculation Number..... Programme (Degree, Masters and Ph.D)

Project Topic:

Attestation Section

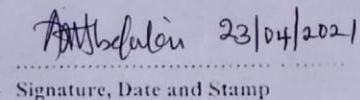
I hereby attest that the above named student conducted a study on the above named topic in my institution/establishment

Date(s) (Days) the Research was Conducted..... 20/4/2021

Names of Attester..... Abdulai A.M (Mrs)..... Designation..... Publishing Manager

Name and Address of the Institution..... Extension Publications Ltd

Phone No..... 0903 564 4403..... E-mail Address..... extensionpublicationspress@gmail


 Signature, Date and Stamp

List of Registered Book Publishing Firms in Ibadan.

1. **Ababa Press Ltd.**
Ring Road, PMB 5561, Ibadan, Oyo State
10, Ladoke Akintola Avenue
New Bodija, Ibadan
Tel: 02-2312582
2. **Abiprint Publishing Co. Ltd.**
537, Lagos Bye-pass, Molete
P.O. Box 353, Ibadan
3. **African University Press (AUP) Ltd.**
New Oluyole Industrial Estate, Phase II
Ibadan -Lagos Expressway, P.M.B. 5617
Ibadan, Oyo State
Tel: 02-2317218, 2410305
4. **Anol Publishers**
(A subsidiary of Anol Communication Ltd)
1, Arubiewe Road, Olodo
Ibadan
Tel: 08075137838
E-mail: anolst@yahoo.com
5. **Associated Book Makers Nig. Ltd.**
SW9/1337, Off State Hospital Road,
6. **Bookcraft Limited**
29, Moremi Road, New Bodija
PMB 16279, Ibadan.
Tel: 02-751-7153 GSM: 0803-722-0773
E-mail: oziangbe@skannet.com
7. **Bounty Press Ltd.**
3/5, Odutola Runsewe Close
Opp. Police Station, Orita Challenge
PO Box 23856, Mapo, Ibadan, Oyo State.
Tel: 02-7517045 GSM: 0803-714-4577
E-mail: bounty@skannet.com
8. **Brilex Investment Limited**
Investments Ltd.
Plot 9, Block B, Oluyole Estate
Extension, Ibadan, Oyo State
Tel: 08076267422
E-mail: brilexinv@yahoo.com

9. **De Ayo Communications**

5, Oluyoro Street, Old Bodija

PO Box 29348, Secretariat, Ibadan, Oyo

State

Tel: 02-8105142, 08028316569

10. **Epsilom Books Academic & Multi-**

Global Ltd.

(formerly Epsilom Books &

Educational Service)

46, Ladoke Akintola Avenue

New Bodija, Ibadan

Oyo State

Tel: 0803 560 0295

E-mail: epsilomg@gmail.com

11. **Evans Brothers (Nig. Publishers) Ltd.**

3, Magazine Road, Jericho,

PMB 5164, Ibadan

Tel: 02-2413708, 2414394, 2414287

12. **Gbabeks Publishers Ltd.**

SW8/194, NEPA Bus-Stop, Ring Road

GPO Box 37252, Ibadan. Tel: 02-
2315705

13. **Hadassah Publishing**

Ibadan Recreation Club Premises, Sabo

PO Box 4346, Ibadan, Oyo State

Tel: 02-2415030

14. **International Book Publishers**

Old Leventis Building, 5, Lebanon Street

Old Gbagi, GPO Box 17189,

Ibadan, Oyo State

15. **Kings Publishers**

Abeni Plaza, Suite 1, Beside Moye Oil

Capital Hotel, Osogbo, Osun State

or

No. 12, Block B, Railway Shopping

Complex, Dugbe, Ibadan, Oyo State

Tel: 08036066085

16. **Kins Publishers Ltd.**

c/o Deril Investment Ltd

UI PO Box 21411,

Ibadan, Oyo State

17. **NPS Educational Publishers Ltd.**
Trust House, SW Ring Road, Off
Akinyemi Way
PO Box 62, Ibadan, Oyo State
Tel: 02-2316006-8
18. **Paperback Publishers Ltd.**
Akinyemi Way, Ring Road
UIPO Box 14470,
Ibadan, Oyo State
Tel: 02-2316006-8
19. **Penthouse Publications (Nig)**
30, Ilaro Street, Old Bodija
Ibadan
Oyo State
Tel: 08056147113
20. **Rombic Concepts**
Learning Solutions Building
24, Oshuntokun Avenue
Bodija Ibadan, Oyo State
Tel: 08033280593
21. **Safari Books Limited**
Ile Oridetu, 1 Shell Close, Onireke
Ibadan, Oyo State
Tel: 07031835130
22. **Stirling-Horden Publishers Nig. Ltd.**
Gaaf Building, 110/112, Oyo Road
UIPO Box 20984,
Ibadan, Oyo State
23. **Straight-Gate Publishers Ltd.**
1, Agricola Street, Nearly Opp. U.I. 2nd
Gate
UIPO Box 22703,
Ibadan, Oyo State
E-mail: straight_gatepub@yahoo.com
24. **University Press Plc.**
Three Crown Building, Jericho
PMB 5095, Ibadan, Oyo Stat.
Tel: 02-2412313, 2412386 Fax: 02-
2412056
E-mail: unipress@skannet.com
25. **Vantage Publishers Ltd.**
98A, Samonda, Oyo Road
Secretariat PO Box 7669, Ibadan,
Oyo State p

- Tel: 02-8100341, 8102830, 8103803
E-mail: vantage@skannet.com
26. **Childsplay Books Ltd.**
42, UI/secretariat Road, Bodija
PO Box 27374, Agodi, Ibadan
Tel: 02-8103254 Fax: 8103851
E-mail: childsplay@skannet.com
27. **College Press Ltd.**
Bale Akintayo Street, Jericho GRA,
Ibadan
Tel: 02-2411339
28. **Cosmopolitan Book Service**
Opp. Old Leventis Building
Dugbe, Ibadan
Tel: **234-805-615-1510, 818-717-3236**
E-mail: oajbooks@ymail.com
29. **Dokun Publishing House**
Off Oba Akinyele Street, Agodi GRA,
Ibadan
Tel: 02-8104088
30. **Dokun Publishing House**
Off Oba Akinyele Street, Agodi GRA,
- Ibadan
Tel: 02-8104088
31. **Extension Publications Ltd**
231, Obafemi Awolowo Way
Molete, Ibadan
GPO Box 16764 Dugbe
Ibadan, Oyo State
Tel: 02-8704310, 08033485287
E-Mail: Extensionpubs@yahoo.com
32. **First Veritas Educational Content
Delivery Limited**
No. 22, Kudeti Avenue
Onireke, Ibadan
33. **Fountain Publications Nig. Ltd.**
32, Adenuga Street, Kongi Layout
Secretariat PO Box 29263,
34. **HEBN Publishers Plc.**
1, Ighodaro Road, Jericho
PMB 5205, Ibadan,
Oyo State
Tel: 02-2412268, 2411089, 2413237
(Fax)

E-mail: ayojen@skannet.com,
info@hebnpublishers.com

35. Holad Publishers

11, Sitaga Bus Stop,
Poly/Sango/Eleyele Expressway
Ibadan, Oyo State
Tel: 08038273326
E-mail: Dr.deleodanye@gmail.com

36. Ibadan University Press Pub. House

University of Ibadan,
PMB 16 UIPO, Ibadan, Oyo State
Tel: 02-8100041, 8102143 ext 1428-
2031

37. Learning Solutions

Learning Solutions Building
24, Oshuntokun Avenue
Bodija Ibadan, Oyo State
Tel: 08033280593

38. Lolyem Communications

SW7/140, Osinkanlu St., Oke-Bola
PO Box 15646,

Ibadan, Oyo State

E-mail: lolyemcom@yahoo.com

39. Mosuro Publishers Ltd.

5, Obasa Street, PO Box 30201,
Ibadan
Tel: 02-8102560, 2413375
E-mail: infomos@skannet.com,
kmosuro@aol.com

40. NGBC Publishing Limited

Plot 6 & 7, Abodering Layout
Oni & Sons Area, Ring Road
Ibadan, Oyo State
Tel: 08034700795

41. Olapade Agoro Co. Ltd.

PMB 5004, OLapade Agoro Estate
Behind Government College,
Apata, Ibadan
Oyo State. Tel: 02-2312363

42. Onibonoje Publishers Nig. Ltd.

Felele Layout, Molete
PO Box 3109, Ibadan
Oyo State

- Tel: 02-2313956 E-mail:
nibonoje@skannet.com
43. **Phine-O Book Publishers**
Oxford House Annex, Bank Road
Dugbe, Ibadan
Oyo State
Tel: 02-2411501, 2411159,
08039138967
44. **Quantum Educational Resources Ltd.**
5, Adeyemo Layout, Oluyole Estate Ext.
UI P.O. Box 9320 Ibadan, Oyo State
Tel: 08033772518
E-mail: quantumedu@yahoo.com
45. **Reading Awareness Society for
Development in Africa (RASDA)**
19, Salami Street, Beside Vine Branch
Maternity Hospital
Agodi GRA, Ibadan
Oyo State
Tel: 08076548801, 07023289501
nationalreadingcamp@yahoo.com
46. **Rasmed Publications Ltd.**
16, New Court Road, Old Gbagi
Agodi P.O. Box 3621, Ibadan
47. **Scripture Union Press Ltd.**
Opp. Old Airport, Oyo Road, PO Box
4011
Ibadan
Tel: 02-8101867, 8102334
Fax: 02-8100589.
E-mail: supb@skannet.com
48. **Seagroove Publishing Ltd.**
70, Liberty Road
Ibadan, Oyo State
Tel: 08187284464
E-mail: seagroove1999@gmail.com
49. **Signal Educational Services Ltd.**
UIPO Box 4048, Ibadan, Oyo State
Tel: 02-8100365
50. **Society of St. Paul**
St. Paul Book Centre
Oke Parde, Dugbe
Oyo State

Tel: 0706-263-31817, 0807-819-4450,

08066985872

E-mail: spbcibadanssp@gmail.com

51. **Spectrum Books Ltd.**

Spectrum House, Ring Road

PMB 5612 Ibadan,

Oyo State

Tel: 02-2310145, 2311215, 2310058

E-mail: sinaokeowo@yahoo.com

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S/N	Names of Publishing Firms in Ibadan	No of Respondents	Total No of Respondents
1	University press	4	157
2	Rasmed	4	
3	Safari Books Limited	4	
4	Stirling-Horden Publishers Nig. Ltd.	4	
5	Straight-Gate Publishers Ltd.	4	
6	Childsplay Books Ltd.	4	
7	Learning Solutions	4	
8	HEBN Publishers Plc.	4	
9	Holad Publishers	4	
10	Evans Brothers (Nig. Publishers) Ltd.	4	
11	Cosmopolitan Book Service	4	
12	Anol Publishers	4	
13	International Book Publishers	—	
14	Associated Book Makers Nig. Ltd.	—	
15	Bounty Press Ltd.	4	
16	Brilex Investment Limited	—	
17	Gbabeks Publishers Ltd.	—	
18	NPS Educational Publishers Ltd.	—	
19	Paperback Publishers Ltd.	4	
20	NGBC Publishing Limited	4	

21	Quantum Educational Resources Ltd.	4	
22	Spectrum Books Ltd.	4	
23	Olapade Agoro Co. Ltd.	—	
24	Extension Publications Ltd	4	
25	Abiprint Publishing Co. Ltd.	4	
26	Lolyem Communications	—	
27	Scripture Union Press Ltd.	4	
28	Society of St. Paul	4	
29	Mosuro Publishers Ltd.	—	
30	College Press Ltd.	4	
31	First Veritas Educational Content Delivery Limited	4	
32	Onibonoje Publishers Nig. Ltd.	4	
33	Phine-O Book Publishers	4	
34	Hadassah Publishing	4	
35	Kings Publishers	4	
36	Seagroove Publishing Ltd.	4	
37	Ababa Press Ltd.	4	
38	Signal Educational Services Ltd.	4	
39	Penthouse Publications (Nig)	4	
40	Reading Awareness Society for Development in Africa (RASDA)	—	

41	Fountain Publications Nig. Ltd.	4	
42	Dokun Publishing House	3	
43	Rombic Concepts	—	
44	Straight-Gate Publishers Ltd.	4	
45	Bookcraft Limited	4	
46	De Ayo Communications	4	
47	Kins Publishers Ltd.	4	
48	Epsilom Books Academic & Multi-Global Ltd.	4	
49	Vantage Publishers Ltd.	—	
50	University Press Plc.	—	
51	African University Press (AUP) Ltd.	4	