



## The Dilemma of Scholarly Publishing: Recommended Solutions Utilizing e-Marketing Models

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### ARTICLE INFO

#### Article history:

Received 25 July 2018  
Received in revised form 27 July 2018  
Accepted 17 August 2018  
Available online 29 August 2018

#### Keywords:

E-Marketing, scholarly publications, policy, and practice, university publishers

### ABSTRACT

This study was conducted based on the previous perceptions on the concepts and roles of 4P in the e-Marketing of scholarly book publication and to assess the effectiveness of 4P policy and implementation on e-Marketing as a medium to address the issues relating to e-Marketing in scholarly book publication. This study focused on the scholar publication by University Press, Public Higher Education Institute. The result of the feasibility study was examined as this aspect is the most critical component in determining the success of e-Marketing. E-Marketing is made of marketing mix encompassing the 4P of product, price determination, promotion, and place; in meeting consumers' satisfaction. The study findings are significant for readers to be informed of the effect of the policy implementation, and to play a crucial role in determining the performance of University Press. Sample audience consists of 200 respondents who worked at University Press at Public Higher Education Institute of the focus group.

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## 1. Introduction

Scholarly publishing is a publication system to produce and disseminate knowledge that contributed to the improved quality of life. It is indirectly helped lecturer to document their teaching material as part of formal learning approach for the betterment of the society. Also, scholarly publications expand findings and research results to the readers' community [2]. Scholarly publishing is one important component of the national book material publication industry and one of the biggest contributions to the efforts to stimulate and enhance the nation's intellectual [38].

The publications of scholarly materials are based on the research materials and scholarly thinking. Amongst the scholarly publication are a thesis, journal, monograph, translation paper and editorial paper that requires quality control by appointed independent assessors [4]. Scholarly publishing is often given priority to the institutions whose cores are high-value researches driven by two most significant fields of knowledge, the Science Technology and Social Science. The publishing process

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undergoes a long and detailed process to ensure its quality and credibility in the pursuit of upholding the knowledge [3].

Scholarly publishing is entirely different on the content and anatomy aspects compared to other publication of general reading materials that are lighter such as the publication of favorite books, school textbooks, children reading books, magazines, novels, and others. The scholar books as books published for specific reader related to the higher academic world such as Higher Learning Institute students, the lecturers and also the professional members [3]. Scholarly publishing is one of the essential mandatory element for each university, and it usually is managed by University Press (UP).

Scholarly publishing activities in Malaysia today is dominated by publishers or publishing departments of government agencies whom generally related to Malaysia Scholarly Publishing Council (MAPIM). This body has up to 27 institutional and agency memberships [15]. From this amount, 20 are from the public higher education institute, and the rest are from government agencies. The objectives of the research were: (i) to view the previous perceptions on the concepts and roles of 4P in the e-Marketing of scholarly book publication, and (ii) to assess the effectiveness of 4P policy and implementation on e-Marketing as a medium to address the issues relating to e-Marketing in scholarly book publication.

## **2. The Publication Dilemma in Malaysia**

Although scholarly publication increased from year to year, it still faced with challenges. The primary challenge for newly established universities was on how to succeed together competing marketing their IP products with readily available University Press [7]. Apart from being involved in improving the organizational structure of management, teaching, and learning, University Press realized that to maintain the performance; the universities were to balance the production in the matters of learning and academic writing.

Not all University Press was able to compete in the market amongst other University Press, notably the newer University Press. Researchers were of the opinion that there are gaps among the products produced by newer University Press with other University Press. Most of the issues existed are focused on the marketing activities such as product strategy, price determination, promotion and place of product distribution carried out by University Press.

## **3. Correlation between Book Publication Marketing and E-Marketing Theory**

The business of book publications with scholarly books, in particular, showed that the theories of McCarthy [23] and Mix Marketing by Kotler [28] were deemed as the most appropriate marketing theories to be used and applied. McCarthy put the product, price, place, and promotion as the marketing elements to be addressed and entirely controlled by publishers [3]. According to McCarthy, a successful product or services in the market is a best-produced item that is priced right and distributed widely and efficiently through active promotion.

But before a publisher decided on the suitable strategy to be used, McCarthy suggested for them to consider several other factors that were defined as factors beyond the control of publishers such as national laws, current economic environment, political, social and cultural conditions, international trade environment and others that are important to be taken into consideration. 4P is the central element in e-Marketing, and it is also the primary element that needs to be designed and md by marketers in producing value in exchange of maximum satisfaction [3]. These four elements are product, price, promotion, and place (distribution).

**Table 1**  
 Research on Mix e-Marketing Theory

Recommendation	Justification	Sources
<ul style="list-style-type: none"> <li>• Product</li> <li>• Price</li> <li>• Promotion</li> <li>• Place</li> <li>• Service</li> <li>• Staff</li> </ul>	4P dominated the management of marketing activities as most marketing practitioners added two more elements to the mix to place their products and achieve the marketing objective.	Doyle, (1994) [14]
New marketing mixture must be based on		
<ul style="list-style-type: none"> <li>•Marketing Triad</li> <li>•Promoter</li> <li>•Worker</li> <li>•Customer</li> </ul>	4P is no longer relevant in this century as the customer is the main market in this century.	Rajeev Vij et al., (2009) [37]
<ul style="list-style-type: none"> <li>• Product</li> <li>• Place</li> <li>• Price</li> <li>• Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• New options customized based on information</li> <li>• No restriction on time and location for direct delivery</li> <li>• Price discrimination and adaptation of price transparency</li> <li>• Action-oriented promotional activity and flexibility</li> </ul>	Schultz and Mouritsen [40]
<ul style="list-style-type: none"> <li>• People/Buyer/Seller</li> <li>• Website Design</li> <li>• Product</li> <li>• Price</li> <li>• Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Increased quality of service</li> <li>• Increased customers visit the exciting website</li> <li>• Increased customers' satisfaction on the products</li> <li>• Reduced traditional advertising cost: printing, TV, radio, newspaper, outdoor, Yellow Pages, Direct Mail</li> </ul>	Bhatt and Emdad, (2001) [9]
<ul style="list-style-type: none"> <li>• People/Buyer/Seller</li> <li>• Website Design</li> <li>• Promotion</li> <li>• Price</li> </ul>	<ul style="list-style-type: none"> <li>• Created a direct marketing channel between firms and consumers</li> <li>• Realised that entertainment and the organization's website profile are useful for indirectly lead users to visit the website</li> <li>• Played the significant role and gave significant impact to the effective web advertisement hierarchy</li> <li>• A new medium for customers interaction in determining the price</li> </ul>	Paulo Rita et al. (2003) [35]
<ul style="list-style-type: none"> <li>• Product</li> <li>• Service</li> <li>• Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Introduced products to the customers by online shopping environment</li> <li>• Able to identify the classification of services</li> <li>• Assessed the potential range of online services</li> <li>• Developed approaches and actions to raise brand and product awareness</li> </ul>	Harridge-March, (2004) [19]
<ul style="list-style-type: none"> <li>• People/Buyer/Seller</li> <li>• Institutional Dimension</li> <li>• Product</li> <li>• Transaction Dimension</li> <li>• Technology Dimension</li> </ul>	<ul style="list-style-type: none"> <li>• Settlement of transactions</li> <li>• Satisfaction of business partners</li> <li>• The efficiency of the social economy</li> </ul>	Kim et. al (2005) [11]
<ul style="list-style-type: none"> <li>• Product</li> <li>• Price</li> <li>• Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Selected best products or services for targeted market</li> <li>• Determined profitable and affordable methodical deals</li> <li>• Created users awareness of the existence of a product or services (via communication with the customer)</li> </ul>	Kirthi Kalyanam & Shelby McIntyre, (2012) [26]
<ul style="list-style-type: none"> <li>• Product</li> <li>• Price</li> <li>• Place</li> <li>• Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Brand recognition is required on the Internet to avoid doubt among consumers on specific products</li> <li>• Long-term benefit where firm able to focus on products with unique features</li> <li>• Established unique services to be ahead of competitors</li> <li>• Prepared competitive best promotion</li> </ul>	Ali and Hashim [2]

The 4P elements are highly impactful and assisted in attracting customers in using the products and services on a short term or long term basis [23]. It is also increased the relationship between seller and user [41].

A 4P encompasses a vast area whereby there are lots of researches showing that 4P have significant relationship amongst the dimension of mix marketing strategy [7]. Thus, it is clear that the mix of marketing elements that are consisted of 4P are still applicable even in today's environment. The most important thing is the emphasize on 4P, to formulate effective strategies to ensure effective 4P implementation helped in attracting customers to use the products and services either in the short or long-term basis. It will also strengthen the relationship between the seller and the users. 4P Model is possibly the most famous marketing term.

In the book publishing industry, e-Marketing allows new publishers to build and design their websites portraying their company's images in the ICT and digital economy era. However, based on the several previous studies suggested alternative frameworks and accepted the roles of 4P by suggesting several modified versions, with new elements added to the traditional parameters as shown in the table below.

McCarthy Theory [31] is a marketing theory that can be used and applied as a marketing element that is to be addressed and entirely controlled by the publisher. According to McCarthy, a successful product or services in the market should be the best product at the right price and distributed widely and efficiently through active promotion. However, the current situation indicated that the publishers were more focused on the first P that is Production, to the extent that other elements especially Place and Promotion were not given sufficient consideration.

**Table 2**

Arguments on Previous Studies on the Correlation of Book Publication and e-Marketing

Argument	Sources
Technology is seen as changing the option, and the option to change the market saw the marketing of books not only on the number of sales, but also marketing based on information and experiences.	McKenna, (1991) [33]
E-Marketing is a new promotional medium, especially advertisement, the best after the presence of television and there are vast differences between traditional advertisement and the Internet.	Yesil [41]
E-Marketing built not only for marketing promotion and communication, but it also can be used for sales.	Kremer, (1998) [27]
e-Marketing gave a massive impact to the world of book publications	Diebold [13]
E-Marketing is of great value since website provides the opportunity to disseminate information on the product and its benefits compared to other media that required the advertiser to pay based on time and medium.	Hamed Mohd Adnan, (2002) [18]
Internet usage in Malaysia showed that Internet users prefer to shop for books, journals, and magazines on the Internet by using their credit cards. E-Marketing is now widely accepted as the new form of marketing channel.	Norazah Mohd Suki & Norbayah Mohd Suki, (2006) [34]
E-Marketing is used for corporate communication channel by displaying services offered (editorial facilities, graphic and design, and production) in the effort to build, sustain and preserve its reputation.	Leeman [30]
Innovative and creative marketing strategy is necessary, even promotion via online or Internet is seen as an effective strategy in marketing scholarly publication.	Ali & Hashim [2]

Modern marketing requires the organization to be more consumer or market focus oriented [20]. Everyone in the organization should ensure activities have been planned and lined up in meeting users' needs and requirements efficiently, effectively and profitably. Through the e-Marketing method, it is not only on offering the necessary services such as publisher information, publication

catalog, edition or publication of new titles as well as information on the author. However, it also created a venue for forum or group discussion that allowed users or readers to react and provide direct feedback to the authors or the publishers themselves.

Modern marketing requires the organization to be more on market/consumer oriented [2].

Everyone in the organization should ensure activities have been planned and lined up in meeting users' needs and requirements efficiently, effectively and profitably. Table 2 showed the correlated argument on book publication and e-Marketing.

#### **4. The Importance of Policies and Procedures in Addressing Book e-Marketing Implementation Issues for Book Publication**

The business industry lost its confidence in e-Marketing due to several factors such as issues pointed to securities. Healthy development of e-Marketing should guarantee usage within a secured network environment. Security issues like the phenomenon of web virus outlawed hidden links to unlawful pages, fraudulent websites and so on, are the obstacles for most companies doing e-Marketing. Marketers misused the power of technology to enhance market knowledge and the reaction mechanism.

Thus to balance the usage of a data source with beneficiary individual privacy rights is by addressing the legal and practical issues and its challenges in the information age [12]. It is because consumers have the rights to privacy in exchange for the benefits of the website usage [36]. Users are worried that other people may know the secret of customers who dealt in an online transaction or able to intercept customer credit card number to make purchases without their knowledge and consent [10].

Although e-Marketing promises more significant business opportunities, there should be limitations on its usage. There should be policies and procedures prescribed and enforced on the Internet for regulation. Policies and procedures should consist of rules to be abided. This situation is necessary for the sake of e-Marketing activities and also for the interest of social communities. Policies and procedures according to Ali and Hashim [4] are referred to as the credibility that is based on how far buyers trusted the supplier does have the expertise required to perform its task effectively and reliably. It has become a necessity for the policies and procedures developers and implementers to channel all security issues and probabilities in a structured and systematic approach.

The policies and procedures should consist of explicit instruction and guidelines, in helping the implementation and maintain the security of the system. The policies shall be more effective should they are relevant, accessible and understandable by all users who wish to implement in their organizations. Policies and procedures require commitment from the management, procedural assistance and technical framework assistance to be implemented accurately.

Overall, it is concluded that policies and procedures should focus on issues referring to (1) What are the aspects for secured site and transaction, (2) technology being used, (3) what are the liability held by customers if their credit card number is stolen, and there are security breaches [42]. Through these actions indirectly it attracts the attention of customers to spread the message to their colleagues and community management (i.e., creation, facilitation, observation and participation of community space) [30]. Following are several arguments referring to the importance of policies and procedures.

**Table 3**  
 Research Arguments on Importance of Policies and procedures

Arguments	Sources
Explanation on the protection of policies and procedures on users who performed e-Marketing transaction should be formulated based on several regulations or statutory. It is because no specific legislation protects consumers in e-Commerce activities.	Abu Bakar Munir [1]
Policies aimed to facilitate knowledge sharing by the operational needs of the Department.	McGowan & Durkin, (2002) [32]
Policies are required by customers especially when it involves purchasing and transaction security. As for the consumers or workers, it will help them tremendously from work procedures aspect, and this will indirectly allow staff to be bright on the business objectives of an organization.	Chaston & Mangles,(2003) [16]
Policies are the main factor that becomes the guarantee and attractions for consumers to perform online transactions.	Kim <i>et al.</i> [11]
Policies explained to all consumers on their roles and responsibilities in protecting the asset	Kamal Halili Hassa and Fariza Ahmad [25]
Conventional laws had to be adapted for e-Commerce on the basis that general laws did not expressly prohibit its usage on electronic commerce.	Johnston & Wade, (2007) [24]
The absence of policies and procedures are becoming a hindrance to e-Commerce implementation due to the usage of Internet in collecting information may invite and pose a danger to confidential and company credit information.	Jager <i>et al.</i> , [20]
Regulation on policies and procedures in e-Marketing has increased the efficiency in business process as personnel is evident on the business objectives and procedures.	Arasu and Viswanathan [8]
Policies are intended to include protection on all types of electronic information to guarantee the safety of the information and availability to all authorized consumers.	Ali <i>et al.</i> , [4]
Policies and procedures have increased the readiness on e-Marketing pages whereby it can be accessed any time without disturbance.	Arasu and Viswanathan [5]
Policies are intended to include protection on all types of electronic information to guarantee the safety of the information and availability to all authorized consumers.	Saini & Johnson [38]

## 5. Methodology

This research was based on the descriptive method or 'descriptive study'. The primary purpose descriptive research was conducted is to provide an actual picture of a phenomenon [26]. Descriptive research was relevant to this research because this study was to help in providing insights for future research [29]. This research was conducted to assess the effectiveness of the implementation of the policies and procedures for e-Marketing via a survey questionnaire.

The survey was divided into two components: demographic questions that are more personal questions to respondents and their perceptions on the implementation of policies and procedures for e-Marketing. Likert scale was used to test the tendency of respondents towards items being evaluated [29]. The research population consisted of personnel of IPTA University Press and Private Publishers of various categories amongst publishers, distributors, wholesalers, retailers, and cooperatives. The size of the population used in this research was of 200 people; the survey questionnaire forms were distributed during book fairs from January until October 2013.

## 6. Findings and Discussion

The respondents of this survey consisted of a group of personnel in the Focus Group where their official duty is to market their respective University Press publication materials. The respondent group consisted of 74% of an Assistant level, designer or other designations, while 26% are of an officer or executive level.

**Table 4**  
Demographic Background of Respondents

Personal profile/ general information	Frequency	Percentage
<b>Gender</b>		
Male	112	56.0
Female	88	44.0
<b>Age</b>		
<20	16	8.00
20-29	66	33.0
30-39	70	35.0
40-49	39	19.5
>50	9	4.5
<b>Education Level</b>		
SPM/STPM	46	23.0
Certificate/ Diploma	63	31.5
Degree/ Master/ PhD	91	45.5
<b>Position</b>		
Officer/Executive	52	36.0
Assistant	97	48.5
Designer / others	51	25.5
<b>Years of Working Experience</b>		
5 years	7	23.3
6-8 years	4	13.3
9-10 years	7	23.3
More than 10 years	5	16.7

Findings from education level showed there are 77% respondents possessed a minimum certificate or diploma qualification. It meant this sample is appropriate to be researched from professionalism aspects that were often associated with the innovative tendency of the individual. Education aspect is vital in influencing the personal behavior in handling and finding information for problem-solving and result oriented [39].

On the positive side, it can be seen that nowadays university publishers have personnel with proper academic qualification if compared to the early 1980s and in 1990s [17]. Demographic result portrayed that 68% of respondents were from the age group of 20 until 39 years old. On average the gender of respondents consisted of 56% male and 44% female. These findings showed a strong correlation between policies and procedures with e-Marketing.

The result showed that Policies and Procedures played essential roles in the efficiency of business processes as through policies personnel will be more apparent in the business procedures and objectives at hand. The implementation of policies and procedures on e-Marketing are also crucial to increase the trust of consumers. Any decline in the trust towards e-Marketing applications will result consumers no longer using e-Marketing nowadays and reverted to the traditional method of conducting business transactions.



**Table 5**  
 Demographic Background of Respondents

Our university action on policies and procedures are sufficient to market our books via e-Marketing.	Mean for question number 1 was of a scale of 3.17 out of 5. This scale indicated that the personnel is still unclear on the importance of policies and procedures in the implementation of e-Marketing.
University Press will apply e-Marketing policy due to the protection provided by universities.	Mean for question number 2 was of the scale 3.5 out of 5. It showed the importance of policies and procedures in the application of e-Marketing.
No protection of policies and procedures are the obstacles for us to implement e-Marketing	Mean for question number 3 was of the scale 3.54 out of 5. It indicated personnel was confident that the obstacles to e-Marketing are the absence of policies and procedures.
Implementation of Policies and Procedures on e-Marketing increased the trust of our customers.	Mean for question number 4 was the second highest at 3.67 out of 5. It showed policies and procedures are the main factors that guaranteed and attracted consumers to conduct an online transaction
Policies and Procedures have increased the efficiency in the business process as now we have a clear picture of our business objectives and procedures.	Mean for question number 5 was the highest of all the scale 4.02 out of 5. It indicated that personnel requires policies and procedures to increase their work process efficiency.
Our Policies and Procedures have resulted in us to be more efficient as all tasks were done by the policies and procedures formulated by our organization.	Mean for question number 6 was the lowest at the scale of 2.99 out of 5. These showed personnel is not aware of their workplace policies and procedures and the importance of the said policies and procedures.
All of our competitors have implemented their policies and procedures in their e-Marketing application, and it is important for our publisher to implement it too.	Mean for question number 7 was at the scale of 3.49 out of 5. Personnel is aware of the importance of policies and procedures, and it became an utmost priority when other competing publishers have implemented them.
Policies and procedures were implemented as a value-added competitive edge in our e-Marketing business.	Mean for question 7 was 2.43 from the scale of 5. Policies and procedures were only used as a value added to compete with e-Marketing business.
Policies and procedures have educated personnel and consumers on the importance of data privacy, confidentiality, and accuracy through simple and effective control.	Personnel knew of the policies and procedures, but there was a possibility they were not aware of its importance (2.95 from the scale of 5)
Policies and Procedures have increased our University Press website readiness where the website can be browsed without any interruption.	Personnel agreed that with the existence of policies and procedures their readiness in applying e-Marketing has increased (3.64 from the scale of 5).

The result of the survey also indicated that respondents among the employees have yet to be conscious on the importance in implementing the policies and procedures, with the researchers predicted that the employees knew on the importance but did not implement them. It is due to the majority of respondents were those with background on the minimum qualification of certification or diploma and holding high positions. Respondents were also considered as a senior employee and have working experiences of more than ten years.

There are probabilities that the organizations themselves unable to apply the policies and procedures for e-marketing, and this is based on the answers for questions number 3 and 9. According to Jahng *et al.*, [21] policies and procedures are crucial to facilitate the knowledge sharing relevant to the operational needs of department or organization [22]. Policies explained to all



consumers on their roles and responsibilities in protecting the asset of the organization (McKenna, 1991) [33].

Previous studies have identified several main factors that drove the usage of e-Marketing. Among them are the features to conduct price comparison, to perform e-Marketing transactions at any time, to purchase goods and perform banking transactions without the need for trips to stores or banks, to purchase products far away from home and gives more choices and options regarding quality and types of products. Previous studies also showed the existence of several factors that hindered the adaptation of e-Marketing.

The primary factor was the security issues. It was not only the central issue in developing countries but also the in the developed nations as well. It has become the most significant factor in becoming the impediment to the e-Marketing implementation, and the only solutions are policies and procedures, [2]. Policies and procedures consist of rules and regulations to be followed. Policies stated to all consumers on their roles and responsibilities in protecting the asset (McKenna, 1991) [33].

The importance of policies and procedures are also critical to consumers performing the transactions, [24]. Apart from the security issues, by having the policies and procedures, they will increase the effectiveness in business operations as employees are more apparent on the business objectives and procedures, [5].

## 7. Conclusions

Through the perception of previous studies, it was clearly explained that marketing of books through e-Marketing provided business opportunities and potentials of high profits to scholarly books. The implementation of policies and procedures for e-Marketing ensures the sustainability of the current system and existing customers while exploring more significant and global markets. University Press will also be able to establish a close relationship with its customers without using distributors as the middlemen. In fact, advertisement or promotion which traditionally being outsourced is now can be self-managed which resulting in savings of promotional cost and increase sales amount. It is possible for one-day University Press will become the leading publisher and supplier of scholarly books in the country if existing cooperation and determination to explore international markets continues to be.

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