

Tatyana Levina¹, Natalya Moshenskaya²
**PUBLISHING ACTIVITIES OF HIGHER EDUCATIONAL
INSTITUTIONS AS A BUSINESS PROCESS**

The article deals with publishing activities as a component of higher educational institution's research processes. Economic, administrative and social factors of these activities are considered. A marketing research has been conducted within the scope of academic publishing houses in the Republic of Kazakhstan.

Keywords: publishing activities; higher educational institution; business plan; marketing strategy.

Тетяна Левіна, Наталія Мошенська
ВИДАВНИЧА ДІЯЛЬНІСТЬ ВНЗ ЯК БІЗНЕС-ПРОЦЕС

У статті розглянуто видавничу діяльність як одну із складових наукового процесу ВНЗ, а також економічні, управлінські та соціальні чинники даної діяльності. Проведено маркетингове дослідження видавничої діяльності в рамках наукових видавництв Республіки Казахстан.

Ключові слова: видавнича діяльність; вищий навчальний заклад; бізнес-план; маркетингова стратегія.

Літ. 11.

Татьяна Левина, Наталья Мошенская
ИЗДАТЕЛЬСКАЯ ДЕЯТЕЛЬНОСТЬ ВУЗА КАК БИЗНЕС-ПРОЦЕСС

В статье рассмотрена издательская деятельность как одна из составляющих научного процесса ВУЗа, а также экономические, управленческие и социальные факторы данной деятельности. Проведено маркетинговое исследование издательской деятельности в рамках научных издательств Республики Казахстан.

Ключевые слова: издательская деятельность; высшее учебное заведение; бизнес-план; маркетинговая стратегия.

Problem statement. Scientific activities of a higher educational institution (HEI) are closely associated with the publishing process. Importance of editorial and technical divisions of a publishing house results from the fact that high quality scientific publications are required for science development in the Republic of Kazakhstan. Publication of monographs, study guides and guidance manuals contributes to unlocking the potential of academic community and bringing the science in Kazakhstan to higher levels.

The main products of research activities are publications which are estimated by two basic parameters: the number of published research papers and their citedness. Publications are evaluated by citation indices in international databases such as Web of Science, Scopus etc., or in other databases, e.g. Russian Science Citation Index (RSCI).

The precision and efficiency of publishing activity management, consumerism, responsiveness and quality of editorial and publishing processes, timeliness, accuracy and comprehensiveness in providing information on publications, compliance of Kazakhstan printed products with international criteria rely on meeting the requirements of relevant standards (Levina, 2005).

¹ Kazakh-American Free University, Ust-Kamenogorsk, Kazakhstan.

² Kazakh-American Free University, Ust-Kamenogorsk, Kazakhstan.

Publication of HEI's printed products, advertising brochures and subject-oriented materials is an integral part of internal and external processes of a higher educational institution. The publishers' main purpose is timely and appropriate provision of university departments with the required printed forms and other printed materials as well as performing the work aimed at meeting the demands of customers, i.e. authors of scientific papers published by the publishing house (GOST 7.5–98, 2004).

All other conditions being equal the printing office of a HEI is a reduced copy of a commercial printing company. Economic laws in force here are similar to those in any other segment of publishing business. Thus, a proper approach will allow for arranging publishing house activities as a business project existing within the HEI which first of all meets its demands providing customer satisfaction.

Materials published by a HEI primarily form its positive image in case they are high quality and comply with all the relevant requirements. Scientific and educational materials have a longer period of validity than any publication in a newspaper or a magazine. Therefore, by providing high quality of published materials HEI ensures a prolonged advertising for itself because scientific publications are "alive" as information for 50 years or more. This also imposes great responsibility and some HEIs create expert boards that study and analyze all the materials submitted for publication. The function of expert boards is performed by HEI's education boards or sometimes by the Academic Council, but in some cases external experts have to be engaged (GOST 7.60–2003).

Latest research and publications analysis. This issue has been studied by the editors of HEI publishing houses. In particular, this subject is dealt with in "Publishing Activities of a Higher Educational Institution within the Context of Implementation of the Mass Media Law", an article published in "Kazakh American Free University (KAFU) bulletin: Socio-Political and Legal Issues of Education and Society" (Dzhigitcheyeva, Levina, 2006). This issue is also tackled in the article by V.L. Lanshakov, N.V. Lanshakova and V.V. Shalay "Ensuring the Publishing Process Quality" (2007).

Unresolved issues. Nowadays, the development of HEI publishing activities has a number of problems, the solution of which will allow developing this trend in the Republic of Kazakhstan. These include the lack of skilled staff, disinterest of some parts of the society in solving this problem, and poor quality of the output product.

Research objective. Considering economic and administrative aspects in the development of publishing business in the Republic of Kazakhstan on the basis of analyzing various factors of publishing processes.

Key research findings. When developing the publishing house structure the impact of scientific activity on all the processes taking place in HEI should be taken into account. Any HEI structure is directly dependent on its scientific work. This refers to the organizational structure and educational process arrangement, teaching methods and forms, training and academic subjects.

As for the quality of scientific work, it should be customer-oriented. The quality of the products received by customers, i.e. authors, teaching staff, students and candidates for Master's degrees has a direct impact on the external and internal success rates of HEI scientific activities (GOST 7.83–2001, 2004).

It should be noted that publishing business within a HEI is characterized by changing contents and structure of all the process elements. Despite all the differences in official positions of those involved in preparation of books, newspapers and magazines for publishing, the main point of their work is completing the most important task of meeting people's needs in various kinds of printed matter to the fullest extent.

The key role in the process of perfecting the academic publishing industry is to be played by publishing houses of higher education institutions. It is here that publishing projects are developed and implemented, the author meets the editor and the typography is thought over. The main problems of publishing business today are time limits and materials editing quality. Ensuring the high quality of editorial and publishing processes is quite a challenge in terms of both theory and practice (GOST R. 7.0.1–2003, 2004).

The publishing process in HEI is the process of preparation and issuing a publication from concluding a publishing agreement or considering a manuscript as provided by an author up to handing printed copies to the author as well as distributing the publication via compulsory mailing. The main participants of editorial and publishing processes are the author (translator), editor (editor-in-chief), proofreader, art (style) editor, layout editor, designer, content manager and prepress engineer.

High quality editing and publishing results from analyzing and managing the constituent parameters. Thus, the process quality is characterized by its productivity, efficiency and adaptability (The Law of the Republic of Kazakhstan "On mass media", 2013).

Efficient resource management is one of the requirements for providing competitive ability of a HEI under the conditions of market economy. This objective is closely associated with ensuring high quality in the main areas of a HEI's educational, scientific research and operating activities. Furthermore, efficient resource and quality management should rely on the HEI's up-to-date in-house information management system (Mambetkazyev, Mambetkazyev, Levina, 2011).

The director of a HEI should ensure the economic effectiveness of the whole HEI body taking into consideration the tasks of increasing citedness, authors' scientific activity etc. HEI can hardly accomplish the tasks assigned by the Ministry of Education and Science of the Republic of Kazakhstan without a well-established economics. Accordingly, it is suggested that publishing activities of HEI be considered as business, i.e. a profitable activity. Nowadays, the technological basis of communication allows converting HEI publishing activities into one of the main resources for educational processes development. It can also become a tool for market capitalization of almost all HE key functions (The Law of the Republic of Kazakhstan "On state support for innovative activity", 2013). Under current conditions, up-to-date information technology centers should be established in HEIs on the basis of the existing publishing and typography facilities. This will enable forming the relationship with various target groups which are potential customers and a source of either profit, or reputation. Both approaches lead to the formation of target audience for HEI including readers, course participants, students and researchers.

Under current conditions the most efficient marketing strategy is the personalization of publications and relationship with educational services consumers.

Let us consider **the marketing research of HEI publications on the basis of the market-based evaluation of business projects**. The analysis involves the following parameters:

1) Production output. The output of scientific papers published by HEIs has significantly reduced recently. Not all the members of HEI staff are engaged in scientific publishing.

2) Production range. Considering the scientific publication range, a tendency for the increase in the number of publications on economics can be detected. Thus, the increase in the number of publications on Russian language teaching does not exceed 10% while the increase in the quantity of publications on economics amounts to 50%.

3) Demand for investments for output expansion, updating of products and improving their quality. It is impractical to give consideration to output expansion, because in HEI publishing it is directly dependent on the number of authors which does not grow. The same applies to updating products and improving their quality.

4) Dynamics of demand for products of such companies over the recent years. The demand for scientific publications has always been and will always be high because any development in this area is an indication of the rising scientific level.

5) Price level. The level of prices in scientific publishing has not risen over the last 5 years because electronic mass media are gradually forcing hardcopy books out of publishing services market.

6) Income level. The income level directly depends on the price level. It remains purely tokenistic and does not exceed covering production costs.

Thus, when discussing the publishing process in its scientific aspect several **conclusions** can be made:

- an increase in quantity and quality of scientific publications changes directly the indices of scientific activities of HEIs and the Republic on the whole;
- the costs of production of scientific printed materials do not exceed the income from their realization which is the evidence of publishers' enthusiasm;
- the quality of hardcopy scientific publications in accordance with the requirements of the Ministry of Education and Science of the Republic of Kazakhstan complies with all international publishing standards.

References:

О средствах массовой информации (с изменениями и дополнениями по состоянию на 08.01.2013 г.): Закон Республики Казахстан от 23 июля 1999 года № 451-І // online.zakon.kz.

О государственной поддержке индустриально-инновационной деятельности (с изменениями и дополнениями по состоянию на 04.07.2013 г.): Закон Республики Казахстан от 9 января 2012 года № 534-ІV // online.zakon.kz.

ГОСТ 7.5–98. Журналы, сборники, информационные издания. Издательское оформление публикуемых материалов. – Введ. 1998–07–01. – М.: Экономика, 2004. – (Стандарты по издательскому делу). – С. 128–150.

ГОСТ 7.60–2003. Издания. Основные виды. Термины и определения. – Введ. 2004–07–01. – М.: Экономика, 2004. – (Стандарты по издательскому делу). – С. 191–208.

ГОСТ 7.83–2001. Электронные издания. Основные виды и выходные сведения. – Введ. 2002–07–01. – М.: Экономика, 2004. – (Стандарты по издательскому делу). – С. 297–311.

ГОСТ Р. 7.0.1–2003. Издания. Знак охраны авторского права. Общие требования и правила оформления. – Введ. 2004–01–01. – М.: Экономика, 2004. – (Стандарты по издательскому делу). – С. 319–328.

Джигитчиева К.М., Левина Т.В. Издательская деятельность вуза в сфере реализации Закона о СМИ (статья) // Вестник КАСУ: социально-политические и правовые проблемы образования и общества. – № 3. – Усть-Каменогорск, 2006. – С. 44–48.

Джигитчиева К.М., Левина Т.В. Развитие регионального компонента в вузе: к вопросу о кафедре писателя (тезисы) // Международное партнерство: свободное образование и научно-промышленный комплекс: Материалы международной научно-практической конференции. – Часть 2. – Усть-Каменогорск, 2006. – С. 90–94.

Ланиаков В.Л., Ланиакова Н.В., Шалай В.В. Обеспечение качества издательского процесса // Фундаментальные исследования. – 2007. – № 9 – С. 103–105.

Левина Т.В. Этапы становления научного мировоззрения и место факта в научном исследовании (статья) // Вестник КАСУ: образовательные технологии. – 2005. – № 1. – С. 27–33.

Мамбетказиев Е.А., Мамбетказиев А.Е., Левина Т.В. Проект "Культурное наследие региональных авторов" в поликультурном пространстве Восточного Казахстана (тезисы) // Русский язык в суверенном Казахстане: Сб. материалов 4 Международной научно-практической конференции, посвященной 20-летию Независимости РК. – Усть-Каменогорск: Ассамблея народа Казахстана ВКО, ОО "ВК Русский культурный центр", "ВК Областное Общество славянской культуры", "ВК филиал ОО "Республиканское движение "Лад"", 2011. – С. 27–30.

Стаття надійшла до редакції 19.10.2013.