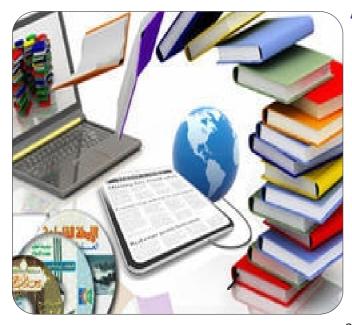# Review of Literature

ELECTRONIC PUBLISHING: A POWERFUL TOOL FOR ACADEMIC INSTITUTIONS

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ABSTRACT

Organizations handle their databases, retrieving information quickly from any topics. Networked desktop PCs as well as networked homes are responsible for the markets for those who can denote information and knowledge for holding and getting their attention. "It includes the wide range of e publishing types like Email publishing, Print-on on-demand, E-books, E-journals, Electronic ink, Web publishing, Digital content etc. It has encouraged more and more self publication through individual web sites, through institutional information providers, and through subject oriented preprint servers (Velmurugan, 2015)".E-publishing is easy, timely, multiple accessible and user friendly.

KEYWORDS :Organizations handle , retrieving information quickly , Electronic ink.

E -PUBLISHING

Electronic publishing is seen in scientific publishing where electronic publishing replaces peer-reviewed scientific journals.   Books, magazines, as well as newspapers are provided to the users via tablet reading devices, formed by the vendors available online like Amazon's bookstore for Kindle. The term "e-publishing" introduced by William Dijkhuis in 1977 Spreading of the information through the Internet is known as   web or online publishing as an electronic publishing is done through website. There are many non-network electronic publications Like CD and DVD forms of encyclopedia are non-network based electronic publications in the modern era. Mobile users and others believe on technical publications as well as reference publications without belief and speedy arrival to a network.

Various examples of e-publishing are like E-books, CD-ROMs, Online magazines, PDFs, Electronic journals, Online newspapers, Collaborative softwares, Blogs, Digital publication apps,

Podcasts, Enhanced publications, File sharings, Mobile apps, Non-subsidy publishings, Digital distributions, Online advertisings, Open access , Pay-per-view, Print on demand, Self-publishing, Subscriptions etc. are various examples of e-publishing. This term presents computer-centered production of text as well as other interactive media. So, the new forms of reading material are produced, distributed, as well as user interaction is easily done.

PROCESSING FOR E-PUBLISHING
The electronic publishing differs traditional paper- publishing in two ways:
1) No printing press for offset printing is found for the final product
2) No physical product is distributed
(e.g., all these which are printed magazines, printed books, or printed newspapers).

Content has an electronic form. The Internet as well as e- bookstores may be helpful to spread this electronic form of content. Digital as well as electronic devices are useful for the readers to read this electronic form of content. Some of the examples of these digital as well as electronic devices are computers, smart phones, tablets, e-reader tablets or laptops. A website, a PDF document, or an application is useful for the readers to read the content online. The digital content can be downloaded as well as printed in our devices for reading the content if we have no connectivity of internet.

Adoption of "apps" (software applications) in smart phones and tablets is responsible for electronic distribution of the content. Native apps are useful for each mobile platform. HTML5 is used for creating web apps running on any browser. HTML5 functions in many devices for universal compatibility in devices.

Advantages of e- publishing   are due to the use of digital technology with three features of:
1 Content defining by XML tags feature,
2 Content –look defining by Style sheets feature, and
3 Content describing for search engines by Metadata feature
So, the content is located and found by the users by the help of digital technology.
(A common example of metadata is the information about a movie's actors, storywriter, composer, singer, producer, director, lyrics, music, and genre of song that is encoded in electronic form in files and CDs; the metadata is responsible for finding the movie easily).

The reflow able content is made adaptable to a number of reading devices as well as delivery methods in electronic forms and it is enabled by the use of tags, style sheets and metadata. The e-publishing needs a text mark-up language for developing the methods of online delivery. There is a change in the traditional role of book designers and typesetters. These gives the printing set up for print books. A strong knowledge of mark-up languages is required by the Designers of digitally published content. The computers' availability and variety of reading devices as well as the paths for the readers to study, look or reach the content is very essential for e-publishing. Software of User friendly nature was available for the designers for publishing the reading material. In this standard no need was seen for knowing the programming techniques in detail. Many e-book formats use the .epub as the most common file format and it is a free as well as an open standard available in a number of programs for publishing purposes.

FAIR USE IN E-PUBLISHING
The copyright was for newspapers, print form of books, and print form of magazines. Copyright

laws make boundaries on how much a book is copied or reproduced. Electronic publishing creates questions with copyright, as whether an electronic-journal or electronic-book is available online. The users of Internet can access an individual electronic copy, without any "copies" being made. The e-publishing is collaborative in comparison to paper-based publishing; e-publishing has many authors, and the works of the authors have more access, because these are found online.

ADVANTAGES OF E- PUBLISHING FOR THE AUTHORS

The online presence of the published reading material is for re-use as well as use of the material as unauthorized. Publishers are addressing these concerns. Publishers, like Penguin, are incorporating e-book matters into their paper-based publications. The author wants to contribute something new. A procedure is there for every journal to review the manuscripts to analyze if they are appropriate for the stated purposes of editorial. An academic journal of reputation deals with "triple blind refereeing" .The reviewers are in a number of three to criticize the author's participation and they don't see the author's name .The e- publishing is adding value at various stages.

The arrival of word processors is responsible for the incorporation of revisions a high deal more capable than so far. It is only recently, however, that any serious attempt has been made to develop a "total" creation/review/amendment process using the potential of electronic publishing (Harnad, 1990; 1995).Simplified and speedy publication is possible by e-publishing.

E- PUBLISHING BENEFITS FOR THE READERS
There are two stimulations for the readers:
(1) Updating their knowledge base
(2) Search for the knowledge piece

Online databases are used for searching of archives is a good example for how e- publishing has modified the capability of these activities. Databases are compiled in law, medicine, pure sciences, and in management to accelerate the target of locating purposeful information and knowledge. When complemented with efficient document delivery, any reader in the world has access to the body of knowledge (Line, 1995).

Browsing or current awareness goals are possible by the use of original copy of printed journals as well as printed form of abstracting journals available on library shelves are the main methods used to achieve the goal. Archival searching is achieved by cumulative indices, CD-ROMs or via online searches of major databases (1995).

E-publishing for Academic purpose

The electronic form of resources is to upload in preprint form of repositories that are used for a journal of peer-reviewed importance for its publication. Electronic publishing is responsible for more dissemination, as the journal has online availability; various researchers may see it at a single time to satisfy their needs to complete the research. Before article is published in a journal, there may be a delay of some months to years. In astronomy and physics, the journal has been replaced by preprint repositories like arXiv.org for disseminating information about latest research. But, scholarly journals are essential for scientific credit as well as quality control.

Summing up

Personal Digital Assistants; it is a sort of e-book device already present in our pockets for other uses. E-publishing is easy, timely, multiple accessible and user friendly. "It includes the wide range of e publishing types like Email publishing, Print-on on-demand, E-books, E-journals, Electronic ink, Web publishing, Digital content etc. It has encouraged more and more self publication through individual web sites, through institutional information providers, and through subject oriented preprint servers (Velmurugan, 2015)". E –publishing gives the metamorphosis of the traditional paper-based publishing of the reading materials. Multimedia products as well as services are the ideal and are separately distributed. Networked desktop PCs as well as networked homes are responsible for the markets for those who can denote information and knowledge for holding and getting their attention. E-publishing is easy, timely, multiple accessible and user friendly.

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