



भारतीय प्रबंध संस्थान कोषिकोड

कलिकट केरल – 673 570

**Indian Institute of Management Kozhikode**  
IIMK Campus P.O., Kunnamangalam Kerala – 673 570

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**Dr. M. G. Sreekumar**

(Fulbright Scholar)

[Ex-Visiting Professor, University of Malaya]

[UNESCO Coordinator, Greenstone Support, South Asia]

**Head, Learning Resources Center & CDDL**

March 27, 2012

Sh. S. Loganathan

Registrar

Pondicherry University

Bharat Ratna Dr. B.R.Ambedkar Administrative Building,

R.V.Nagar, Kalapet,

Puducherry – 605014

Dear Sir / Madam,

I am happy to inform you that IIM Kozhikode is organizing a three-day Management Development Programme on the latest trends in E-Publishing entitled 'Publishing 2.0: Business Strategies for the 21<sup>st</sup> Century', at IIM Kozhikode during May 21-23, 2012. The programme is targeted at publishers, information intermediaries, information science and IT faculty/ professionals.

The programme will impart the knowledge and skills (conceptual as well as technical components) that the information industry professionals need to position themselves at the cutting edge of technology and the profession.

Eminent faculty from the fields of information science and information technology drawn from both academia and industry will be handling the sessions.

Please find enclosed a detailed brochure of the programme for your reference and necessary action. I sincerely hope that you and your organization will find this programme useful and that you will nominate personnel to the programme. The last date is May 10, 2012 for receiving nominations along with a Demand Draft in favour of "Indian Institute of Management Kozhikode" payable at Calicut.

For any further information please feel free to contact me or our MDP Office (E-Mail : mdp@iimk.ac.in).

Thanking you and looking forward to hearing from you,

Yours sincerely,

M.G. Sreekumar

Coordinator, MDP on 'Publishing 2.0: Business Strategies for 21<sup>st</sup> Century'

(<http://www.iimk.ac.in/mdp/MDP2012/201213MDP08.php>)



Management Development Programme on

# PUBLISHING 2.0-

## Business Strategies for the 21<sup>st</sup> Century



PROGRAMME DATE  
May 21-23, 2012

FACILITATOR  
Dr. M.G. Sreekumar



Indian Institute of Management Kozhikode  
Globalizing Indian Thought



### ABOUT THE INSTITUTE



The Indian Institute of Management Kozhikode (IIMK) is the fifth IIM, established in 1996 by the Government of India in collaboration with the Government of Kerala. With campus infrastructure fully operational now, it is fast emerging as an internationally reckoned, fully integrated, management institute of higher learning. The Institute seeks to inculcate a spirit of lifelong learning and aspires to strengthen the capabilities of integrating concepts with applications and values. It contributes towards the development of communities of dependable, capable, caring and fair-minded people.

The Institute covers a wide range of academic activities in the field of management:

- Research and Publication
- Post Graduate Programme (PGP) – two year fulltime residential programme
- Management Development Programme (MDP) – short term residential programmes in advanced management topics for middle, senior and top level managers
- Executive Postgraduate Programmes (EPGP) – Satellite technology enabled, short and long (up to two year) duration programmes for working Executives
- Faculty Development Programme (FDP) – short term programmes for management teachers
- Fellow Programme in Management (FPM) – it aims at developing top quality researchers and faculty resources for academic institutions including IIMs
- International Exchanges Programme (IEP) – IIMK's International Exchange Programme, apart from promoting Student Exchanges, places a great emphasis on faculty exchange between partner institutions
- Conferences and Seminars

The programmes of the Institute are designed to respond to the intellectual capital requirement of business and industry. Notwithstanding the IIM brand equity, IIMK is ever mindful of the "Carus Paradox". Imitation has been replaced by innovation, and the constant endeavour is to be better than the best. The Institute strives to develop an innovative academic environment through the synergy between faculty, students, industry, and technology. The Institute encourages constant interaction with the industry and other leading management/research institutes. It draws from the experience of the industry leaders and leading management researchers by regularly inviting them to the Institute. The MDPs cater to contemporary issues in the practice of management. These are based on the research and consulting experience of the faculty of IIMK and provide insights into real life problems faced by managers.

### THE CAMPUS

IIMK is located at Kozhikode, Kerala, the 'God's Own Country', made famous by the entry of Vasco Da Gama to India, and is 15 km from Calicut Railway Station and 38 km from Calicut Airport. The Institute Campus has been developed in the scenic ambience of approximately 96 acres of land in the Kunnammangalam locality of Kozhikode. The site comprises of two hillocks with a valley in between. The panoramic view from the hilltop is a visual delight and conducive for learning and contemplation. The design of the Campus is aimed at preserving the existing ambience, and incorporates the strong architectural traditions of Kerala.



## INTRODUCTION

The current mainstream publishing process, scholarly as well as trade, has been significantly influenced by the endless possibilities offered by computers, Internet, World Wide Web and its suite of technologies. ePublishing offers a way to bring a new equilibrium to the scholarly publication ecosystem. Electronic-first as opposed to the traditional paper-first systems has been emerging aggressively, and of course technology offers the way forward. SGML, RDF, XHTML, XML, XSLT, Metadata standards... all go together to revolutionise the movement. Recent developments such as the OpenURL Framework, CrossRef, DOI, ePub... mostly remarkable efforts from publishers and the scholarly world, offer a variety of opportunities for ePublishing. The Internet has also revolutionized businesses across the globe by streamlining their supply chains, thereby achieving instant (value added) information access and substantial cost reduction. Yet the situation is complex as a result of the proliferation of formats, media, and channels of distribution, changes in copyright laws and intellectual property practices, and changes in the economics of publishing. To cope with the complexity, game-changing devices such as Tablets, Slates, iPads and eReaders are flooding the market and it is time to look at how these gadgets are changing the book industry, for better or worse. The main objective of today's business is to develop a working strategy for developing "agile" systems that are quick and flexible, to respond to the changing needs of the end user.

Furthermore, there is a fast growing interest displayed across the world on open publishing initiatives and open access initiatives towards free and unrestricted online availability of the scholarly literature, taking advantage of the latest technology, especially the Internet. The 'open access' philosophy promotes and ensures the free availability of scholarly content on the public Internet, and it is all set to reverse and entrust the 'publishing control' back to the creators of the thought content.

However, the contention that "printed books and journals will soon be replaced by electronic documents that are malleable, mutable and mobile" is a matter of debate involving the interaction of psychological, sociological, economic, political, and cultural factors that influence the consumption of information at large.

## OVERVIEW

This programme is designed to:

- Provide a vivid and candid perspective of the already perfected, and fast upcoming revolution in the Entertainment / Trade / Academic / Scholarly publishing industry;
- Identify the key strengths and opportunities in the new technology environment that shall help achieve organizational transformation, and in strengthening the publishing enterprise's productivity, efficiency and the future;
- Impart the knowledge and skills (conceptual as well as technical components) required for strategy formulation for leveraging information technology for the publishing community and the information intermediaries, so as to equip them to face the challenges proactively and to position themselves at the cutting edge of technology, profession and business;
- Portray the potential of Web Technologies and the Internet Information Infrastructure for scholarly communication and scholarly publishing.

## COVERAGE

- Changed Business Process Engineering and the upcoming publishing models;
- Re-engineering and re-positioning in the Publishing Industry;
- Business strategy for ePublishing & eMarketing;
- Disintermediation trends and the Diminishing supply chains of information;
- ePublishing in the trade, scholarly communication, eCommerce, digital libraries and distance learning;
- Information objects in the digital landscape;
- New services for the Web, The Semantic Web, Multimedia and Multimodal Web;
- Perfected as well as the upcoming Architectures, Standards, Protocols, Resources and Formats;
- Old Actors - New Roles: Scholars, Publishers, Information Professionals, Journalists and Teachers;
- New scholarly publishing paradigm - Open Access Publishing and Open Access Archiving - Budapest Open Access Initiative (BOAI) and other major initiatives;
- Open Access Archives: Institutional Repositories, Author Archives and the Open Archives Initiative;

- Metadata - its importance and interoperability;
- Accessibility, Copyright and Digital Rights Management;
- Security, and reliability/quality assurance on the information sources;
- Change Management Imperatives and Organizational Transformation Strategies.

## PEDAGOGY

The pedagogy will be a mix of Lectures, Discussions, Case studies, Live Demos and Workshops. Each participant shall also be provided with a CD-ROM comprising of the faculty presentations, and other related reading material.

## PARTICIPANTS PROFILE

The program would be of interest to publishers and the publishing industry; information vendors and suppliers; content buyers and content sellers; researchers, managers, developers, and users; and information science/technology professionals.

## VENUE AND DATE

The 3-Day programme will be conducted at the Indian Institute of Management Kozhikode, during 21-23 May 2012.

## LAST DATE

Nomination forms duly filled along with the Course Fee should reach the MDP Office latest by **May 10, 2012**.

## FEE

Residential : Rs. 35,000 + Service Tax 10.3%  
Non-Residential : Rs. 30,000 + Service Tax 10.3%  
International Participants : USD 1000

## FACILITATOR :

**Dr. M.G. SREEKUMAR**

Dr. Sreekumar heads the Learning Resources Center and the Center for Development of Digital Libraries (CDDL) at the Indian Institute of Management Kozhikode (IIMK). During 2007-2008, he served on sabbatical as Visiting Professor in the Faculty of Computer Science & Information Technology of the University of Malaya, Kuala Lumpur, Malaysia. He was a Fulbright Scholar (Information Science and Technology) at the University of Maryland and at the NIH, Bethesda. He holds a Ph.D. from the University of Calicut. He is a gold medalist of the University of Kerala for his Bachelor's Degree and obtained his Masters Degree from the University of Madras, and later he qualified the UGC Lectureship. He has received several awards and honours and prominent among them include the Best Research Paper Award, International Conference on Digital Libraries and Knowledge Organization (ICDK) 2011, American Society for Information Science & Technology (ASIST), Salzburg, Hewlett-Packard (HP), SATKAL and MANLIBNET. At IIMK Dr. Sreekumar leads several national and international projects and programmes. He has been a consultant to WHO, UNESCO, NSF Colombo, Coir Board, Rajiv Gandhi University of Health Sciences and several other Universities and Institutions. Dr. Sreekumar sits in the editorial boards of several national and international journals on digital libraries and information science. He is also a peer-reviewer and referee to some of the reputed and indexed journals. He is a research guide in the Bharathi University. Dr. Sreekumar is the UNESCO Coordinator of the Greenstone Software for the South Asia Region. A widely traveled professional, Dr. Sreekumar has conducted courses, seminars and workshops in the USA, UK, Malaysia, Singapore, Hong Kong, Australia, New Zealand, Ethiopia, Austria, Sri Lanka, Nepal, Philippines and Thailand.

**FOR ANY FURTHER  
CLARIFICATION OR  
INFORMATION  
PLEASE CONTACT:**

MDP Office  
Indian Institute of  
Management Kozhikode  
IIMK Campus P.O.,  
Calicut-673 570, Kerala, India.  
Phone: 91-495-2809208  
Fax: 91-495-2803010, 2803011  
Mob: 9895098960, 9447100539  
E-mail: mdp@iimk.ac.in

**LAST DATE FOR RECEIPT  
OF APPLICATION  
May 10, 2012**

## CANCELLATION POLICY

In the event of cancellation of nomination, full refund of the program fee will be made, if request is received in writing at least 15 days before commencement of the program. No refund will be made if such a request comes after this date. However, the amount can be adjusted against nominations in future programs in the financial year 2012-13.



Please return the completed form to:

**MDP Office, Indian Institute of Management Kozhikode**

IIMK Campus P.O., CALICUT-673 570, Kerala, India

Phone: 91-495-2809208 Fax: 91-495-2803010, 2803011

Mob: 9895098960, 9447100539, E-mail: mdp@iimk.ac.in

Programme Title:

**PUBLISHING 2.0-**  
**Business Strategies for the 21<sup>st</sup> Century**

## N O M I N A T I O N   F O R M

Name \_\_\_\_\_

Residential  Non-Residential  Male  Female  Age

Designation \_\_\_\_\_

Organization \_\_\_\_\_

Address for Communication \_\_\_\_\_

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\_\_\_\_\_ City \_\_\_\_\_ PIN

Phone (O) \_\_\_\_\_ (R) \_\_\_\_\_ Fax \_\_\_\_\_

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Any special diet \_\_\_\_\_

Description of present responsibility \_\_\_\_\_

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**QUALIFICATIONS**

Degree \_\_\_\_\_ Subject(s) \_\_\_\_\_ Year \_\_\_\_\_ College / University \_\_\_\_\_

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**WORK EXPERIENCE**

Organisation \_\_\_\_\_ Position held \_\_\_\_\_ No.of Years Experience \_\_\_\_\_

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Details of advance paid

DD No. \_\_\_\_\_ Date \_\_\_\_\_ Amount \_\_\_\_\_

Name and address of the bank on which the draft is drawn \_\_\_\_\_

\_\_\_\_\_

From which source did you know about this Programme \_\_\_\_\_

\_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

**TO BE FILLED IF SPONSORED BY YOUR ORGANISATION**

Name of the Sponsor \_\_\_\_\_

Designation \_\_\_\_\_

Name of the Organisation \_\_\_\_\_

Address of the Organisation \_\_\_\_\_

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City \_\_\_\_\_ PIN 

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Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

SEAL