PUBLISHING IN AN ELECTRONIC ERA IN NIGERIA: CHALLENGES AND PROSPECTS

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Abstract
The elastic impetus of the Nigeria publishing industry on development cannot be overemphasized and its importance is based on the provision of the knowledge factor which is recognized as a major factor of productivity. Publishing has a long history which starts from the traditional to the recent electronic forms and has several successive stages between the traditional and electronic stages hence, has witnessed series of transformation due to technological inventions and transformations. The most recent is the electronic publishing which entails the use of electronic communications media to publish and disseminate knowledge or publications. Several benefits have been attributed to electronic publishing which include ability to reach wider population, ease of search, less cost of production, easy publication activities. Despite these benefits, electronic publishing in Nigeria has with it both challenges and prospects. If not tackled, the challenges posed by electronic publishing could hamper the development of the electronic publishing industry in Nigeria. To this end, this paper focuses on the challenges and prospects of the electronic publishing industry in Nigeria.

Key Words: publishing; e-publishing; Nigeria; electronic era; traditional publishing

Introduction
Publishing is a vital industry for national development because it has an educational underpinning which makes it to have significant and elastic impetus on development. It is a cultural, as well as economic enterprise involving, on the one end, highly creative, socially mobile, social engineering and articulate professionals, and on the other end the consumers of the products of the publishing industry. The importance of the publishing industry to education and national development is hinged on the fact that, in the past, there were three major factors of production that are considered as factors of development which include land, labour and capital. However, in recent times, knowledge has been treated as a major factor of production and could not be subjected to finite restrictions or diminishing returns like other factors such as land, labour and capital (Liberto, 2019).

Knowledge is a major factor of production serves as a major factor that could be used to enhance the productivity of other factors of development which include land, labour and capital; and also be deployed to enhance sectoral and national productivity. To this end, it is a factor on its own that does not need other factors of production to exist; it also has significant effect on other factors of production, and is a major asset for sectoral and national development. Publishing is a major tool for education system and its development is the publishing and access to published knowledge which is an intellectual product of the academia. Consequently, the difference between a developed and developing society could be attributed to the differences and premium attached to the publishing and publishing activities (Oyeyinka, Aganbi, & Atewolara-Odule, 2016).

Publishing refers to the activity of making information, literature, music, software and other content available to the public either for sale or for free. National Archive (2020), stated the art of making information available to the public. In the past, it is done traditionally, which involves the distribution of
printed works, such as books, newspapers, and magazines. However, the advent of ICT has elastically increase the scope of publishing to include electronic publishing such as ebooks; academic journals which cuts across print and e-journals; micropublishing; websites; blogs; video game publishing; among others. There are however series of succession of stages between the traditional and electronic publishing era. But, the history of publishing is closely related to the emergence of technical innovations in the modern age which led to social transformations in societies all over the world. Akangbe (2016), publishing is an age long profession which has witnessed series of transformation as a result of technological discoveries and inventions. In the middle of 15th century, printing technology was invented and this revolutionized the production of printed publications. This continued until the 1930s when the publication of books and journals on magnetic media, microfilms and microfiche followed suit. In the 1960s, computing technology was developed and towards the end of the 20th century other media such as optic discs, digital versatile discs for recording of information were invented.

Technology has made the world a global village and placed the universe on our palms, music is downloaded instead of purchasing CDs; research is done online rather than print materials. Text messages, video chats, emails, all these have impacted on publishing, which is speedily veering from traditional paper printing to electronic publishing. Computer technology is the bedrock of the publishing industry, making printing and publishing easier, faster, more reliable, accurate and with high quality production (Ubogu, 2018). Also, publishing and printing can now be done at a more controlled cost with prompt delivery. Whether it is a newspaper, journal or book publishing, technology has made it more vibrant, competitive, efficient and rewarding as publishers adopt new technologies to boost their demand, production and quality level.

Following World War II, innovative technologies such as the use of the Internet have stimulated the publication industry hence affecting the circulation of information and knowledge. In the past, publishing activities was limited to the “academic gurus”, and was actually a difficult adventure. But, in recent times, the Internet has removed the major barriers to publishing and has increased the horizon of the publishing market system and structure both from the producers end and the consumers ends. Hence, there have been many publishers and many consumers of the published knowledge. According to Beall (2017) and Omiunu (2019), this has raised several challenges and prospects in the publishing industries and among the academia. Although, the elasticity of the benefits accruing to the deployment and use of the internet in publishing cannot be over emphasized because it ranges from the provision of high speed, low cost, current information and comprehensive sources of information (Research and Library Services Division, 1995) to the provision of links to other information sources (Woodward, 1994), to the search across a wide range of articles which include books, journals articles, among others (Palmer & Sandler, 2003), to the easy and unrestricted access to information and the possibility of downloading or printing desired documents (Palmer & Sandler, 2003; Ojo & Akande, 2005).

However, with the wide range of challenges such as lack of quality, proliferation of predatory journals, the lack of structure (Kakol, Nielek & Wierzbicki, 2017), among others, it may be impossible to enjoy the benefits of the use of Internet in the publishing industry especially in Nigeria. In addition, there are issues related to quality; reliability; credibility and authenticity of information resources published electronically (Kaushik, 2012). Also, there is the challenge of structural crisis as the publishing industry in Nigeria does not have a structure on which it operates and a body that could control the operation of the industry (Noam, 2019) hence, publishing activities in Nigeria does not operate under any regulatory body especially in the online environment.

To this end, if these challenges are not cushioned, Nigeria publishing industry would not be able to enjoy the benefits of the electronic publishing to its fullness and this may affect the Nigeria publishing industry and also hamper the sectoral (education and other sectors of the economy) and national development. Hence, there is need to examine the major challenges that could pose significant effect on the Nigeria publishing industry and hence, the prospects so as to enjoy the benefits of the Internet to Nigeria
publishing industry, among the academia, the education sector and also in extension on development of the nation. Hence, this article is directed towards examining the:

i. Difference between conventional and electronic publishing in Nigeria;
ii. Electronic publishing in Nigeria
iii. The major challenges of the Nigeria electronic publishing industry;
iv. The major prospects of the Nigeria electronic publishing industry.

**Brief History of Electronic Publishing in Nigeria**

The development of electronic publishing can be traced back to the 1970s when computers were first used to assist printing of abstracting and indexing services. It has since evolved along technological growth for over four decades. The databases emerged online first in the late 1960s and Dialog became the first commercial online service in 1972 (Lancaster, 1995). Creation and remote accessibility of online bibliographic databases are considered as very important landmark in electronic publishing. With the advent of digital information systems and the internet, the scope of publishing has expanded from the traditional to electronic publishing. The digital revolution that has affected the entire world has influence on Africa too hence, African countries in their struggle not to be left behind joined this wave of technological change and transformation. Nigeria as the giant of Africa was caught in this web of technological advancement.

In Nigeria, variety of books are published ranging from trade books, professional books, text books, reference books, religious books as well as mass market paper backs to name a few. To meet market demands and also to stay relevant and in tune with international standards and trends in the global publishing industry, Nigeria publishers have had to keep abreast with current trends in the industry through the acquisition and use of current technology and skills and deploy them to meet international standards. Today, Direct Image (DI) is currently one of the fastest technologies in the printing and publishing industry in Nigeria. It involves the use of “print engines” that work with “a re-imageable master” directly from data files. This technology was introduced into Nigeria in 2001 by Planet Press Lagos. Clem and Link (2005) observed that since the digital press require less setup for production than the traditional printing methods, it is more economical for use in short-run printing situations.

One other aspects of publishing in Nigeria where technology has changed the dynamics are the production of audio books and e-books (Ubogu, 2018). According to Ubogu (2018), audio books are available in Nigeria, and popular among the visually challenged, drivers and people engaged in exercising. The production of audio books is a major development in the publishing industry and it involves the incorporation of sound recording into publishing. It is also known as books on tape or talking books featuring voices of famous personalities or a digital voice that reads abridged version of popular books to which readers listen to like the radio. Although audio books are available in Nigeria, they are not a feature of the Nigeria publishing industry due to the cost of production. On e-books, Ubogu (2018) emphasized that massive transformation brought about by the internet and social media in publishing in Nigeria involves the exploration of processes of publications that go beyond digitization. Electronic books or e-books is one of such example. E-books are digital books that readers read on a computer by accessing them on a website. Some e-books can be downloaded and accessed through portable reading devices or cell phones.

Nigeria is experiencing a digital revolution in the publishing industry. The impact of digital publishing in Nigeria is felt, though not like experienced in developed countries. Abegunde (2003) did an examination of contemporary developments in Nigeria’s publishing sector and found that the adoption of computer for pre-press operations is only a milestone along the path of a digital tomorrow. In the words of the author: Today the use of computer has revolutionized pre-press in the area of word processing, layout and integration of images and text, colour separation and halftone photograph, page assembly, plate making and imposition. In addition, it has largely supplanted manual skills hence, in the past, present, current, and most current, e-publishing innovations in the Nigerian book industry are presented as follows (Abegunde, 2003):
Previous/past : Wooden and metal form preparation  
Present : Linotype, monotype, photocom posing, proofing paste up, camera work (filming), 
stripping, retouching and plating  
Current : Desktop publishing (computer), camera work (filming), plating  
Most Current : Digital imaging, colour correction, separation, colour manipulation and computer 
to plate (no film)  
To this end, it is not a gain saying to affirm that the Nigeria publishing industry is experiencing a boom and 
increase in the electronic publication hence, there is a move towards keeping pace in the global publishing 
industry.

Difference between conventional and electronic publishing in Nigeria

Publishing is the whole process of producing and disseminating books, films, records, newspaper, 
periodicals, discs, bulletins, magazines and other literary materials. It also relates to music, reproduction of 
works of art, photographs and maps. Okwilagwe (2001) summed publishing as the planning, selecting, 
cutting, designing, producing, marketing (promotion, sale and distribution of materials such as books, 
magazines, newspapers and many others including electronic products. Published materials can be sub-
divided into two groups, namely periodical and non-periodical groups. Examples of periodicals are 
publication that comes out regularly such as newspaper, magazine, journal, and an annual book series while 
extample of non periodical is book publishing. Book publishing is the oldest and the largest in the non-
periodical group.

Altbatch and Knight (2007) opined that publishing process coordinates with various processes 
needed to nurture from an idea in the mind of the author to printed product available for distribution to the 
relevant audience. He further described publishing as the heart of coordination of multimedia of activities 
to produce resource that is dealing with selection, editing of manuscript, planning and supervising the process 
of transformation of the manuscripts into what can be read by the public such as the final product of the book 
or journal article. In the traditional environment, or the conventional print or traditional publishing the 
following processes in ascending order are involved: conception of ideas, writing, typesetting, illustrating, 
printing and binding, marketing / promotion / publicity / warehousing / distribution. Each of the stages 
demand different personnel and varied skills, all of which must be effectively harnessed to manufacture a 
product which will satisfy the customers need at a profit.

There are also several operational stages in print/conventional or traditional publishing, and these 
include:

(a) Manuscript acquisition stage: The acquisition of manuscripts is the first and foremost activity in the 
publishing process because manuscript is the basic raw material from which publications such as 
books and journal articles are produced. Manuscript could be acquired, commissioned or sourced 
by the publishing house, and these could either be solicited or unsolicited.

(b) Origination and Design Stage: The processing of the manuscript for the press is a series of activities 
which is carried out by multiple professionals and coordinated by the editor.Manuscript processing 
begins with manuscript assessment which refers to as the formal evaluation of the manuscript 
acquired by the publishing house, to know whether such is publishable or not. After this stage, it is 
then handed over to the origination and design unit for the following activities: typesetting, 
formatting and layout; editing of galleys and proof reading of page proofs by editors; writing out 
illustrations and cover proofs; placement of tables, graphs, charts, pictures, illustrations etc.; 
ensuring correct sequence of book matters; rightful placement of company logo, compliance with 
the house style and indication of ISBN, Cataloguing-in-Publication (CIP) data and bar code; 
preparation of index by the indexer; approval of the Camera Ready Copy (CRC) for press

(c) Production Stage: This is the mass production of Camera Ready Artwork (CRA). This process 
involves several stages that is broadly divided into three, namely :
- Pre-press: This involves filming, manual separation and plate making;
- Press: running of impression and mass printing; and
- Post-press: folding, collating, sewing, binding; trimming, checking and repairs, packaging and delivery. This is the last in the stage in the book publishing process before the published books gets to the marketing department
- Distribution and Marketing Stage: This entails promotion, sales and distribution. It is a series of activities which culminates in the exchange of the printed publication with physical cash. Publishing can only be said to be complete when an idea in an author’s head transforms into a manuscript, passing through the publishing processes and finally getting to the consumer.

The process of print or traditional publishing can be summarized thus:
Content → Aggregation → Production → Marketing → Distribution → Sale → Consumption

However, globally the publishing industry is experiencing different technological innovations. Kasdorf (1998) noted that the publishing industry is in the middle of a revolution, it is a common observation that the technological advances of the past decade or two are changing publishing more profoundly than it has changed since Gutenberg’s time. These changes brought about by Information Technology (IT) has transformed the business of publishing as it has advanced from hand setting of movable metal type to linotype setting, monotype setting, lithographic offset printing, word processing, desktop publishing, direct imaging, online books, portable electronic books, among others. This change has created opportunities and challenges in the publishing industry

Electronic publishing also known as e-publishing refers to the storage and retrieval of information through electronic communications media. E-publishing is a more recent way in which books, short stories, collections, works of fictions, among others can be published and distributed through the internet and computers. The term electronic publishing is also known as e-publishing, digital publishing, desk top publishing, digital publishing, desk top publishing, online publishing, web publishing (Velmurugan & Natarajan, 2015). In the same vein, Akangbe (2016) views electronic publishing as a technology-driven publishing process whereby all activities are carried out electronically. E-publishing is the new trend in publishing whereby camera-ready-copy is forwarded to the publisher electronically for publishing operations. E-publishing is a series of activities which involves electronic technology, computer technology, communication technology and publishing activities. These activities can be represented thus:

Electronic technology + Computer technology + Communication technology + Publishing activities = Electronic publishing

E-publishing is the process for production of type set quality documents containing texts, graphics, pictures, tables, chats, equations among others. It is the application by publishers of a computer aided process by which they find, capture, shape, store, and update information content in order to disseminate it to a chosen audience. E-publishing output can be a text, sound or image publication in a digital form, produced on, published by and readable on computers and other digital devices. E-publishing makes works available instantly anywhere in the world while eliminating high cost of transportation, storage and retail facilities. The process of publishing and distribution of information has been transformed by ICT, because through the growth in information, electronic publishing has become a foundation for the new information society to get the right information to the right people at the right time. At this point, it is necessary to know the changes that have propelled the development of e-publishing.

Brown and Richard (2008) observed that there are seven changes that propelled the development of electronic publishing and are as follows: changes in technology; changes in business model; changes in the product/service concept; changes in user behavior; changes in scientific disciplines; changes in copyright; and changes in demography. These changes have brought about the electronic publication of books, scholarly journals and other texts, thereby providing fast and easy access to information contained in these publications with simple, powerful search and retrieval capabilities. E-publications can be described as documents
distributed primarily through electronic media in different formats. E-publishing is transforming itself in a wide range of products and services, though most of them try to be like the traditional publishing, while others are revolutionary in approach and design. Velmurugan and Natarajan (2015) categorized e-publishing types into nine, namely:

**E-books:** An e-book is a digital reading material that a user views on a desktop or a notebook personal computer, or on a dedicated, portable device with a large storage capacity and the ability to download new titles through a network connection requires hardware. The CD-ROM is the appropriate medium for publishing books as it can be operated offline.

**Electronic periodicals:** This is also referred to as electronic journal (e-journal) and it is defined as any journal, magazine, e-zine, webzine, newsletter or type of electronic serial publication available over the internet and can be accessed using different technologies (Arora, 2001). With proper computer software and browser, e-journal is accessible to all users regardless of geographical location.

**Electronic databases:** The influx of ICT has made the stocks of library database consisting of books, periodicals, reports and theses to be converted to electronic for access, thereby allowing access to public use through digital networks.

**Electronic publishing on CD-ROM:** This has provided new dimension for information storage and retrieval. There are many non-network electronic publications such as encyclopedias on CD and DVD. Some of the advantages of CD-ROM include ease of full text searching and ease of adding more materials in terms of quantity and type.

**Print on Demand (POD):** This is a mix of electronic and print publishing as it combines the internet with more traditional publishing. It is a new method of printing books and other content which allows books to be printed one at a time or on demand. The book is held by the publisher in electronic form and printed out in hard copy on order or demand. Print on demand eliminates the need for editions to be printed beforehand, reducing upfront publishing cost. POD is highly in demand because it is a good intermediary step between the regular method of printing paper books and electronic books.

**Digital content:** Digital content refers to the electronic delivery of fiction that is shorter than book-length, non-fiction and other works of shorter length. Publishers of digital content deliver shorter sized works to the consumer through download to handheld and other wireless devices. Technology used for delivering digital content includes PDF, hypertext markup language (XML), WAP (Wireless Application Protocol) and other technologies (Saxena, 2009).

**Electronic ink:** Electronic ink is a developing technology that has a huge impact on the media and publishing industries. Electronic ink could be used to create a newspaper or book that updates itself. It is a high-contrast reflective display ideal for e-book applications. This content could be programmed to change anytime e.g. a billboard that rotates different advertisements (Saxena, 2009).

**E-mail publishing:** E-mail publishing is designed specifically for delivering regular content-based e-mail messages. E-mail publishing or newsletter publishing is a popular choice among readers who enjoy the ease of receiving new items, articles and short newsletters in their email box. The ease of production and delivery of email newsletters have led to the development of massive number of available email newsletters, mailing lists and discussion lists on variety of topics (Saxena, 2008).

**Web publishing:** Web publishing is not a novel practice any longer, but it continues to change and develop with the introduction of new programming languages. Hypertext Markup Language (HTML) is still the most widely used web programming language. Extensible Markup Language (XML) is also making headway, XML is valuable because it allows publishers to create content and data that is portable to other devices. Nearly every company in the world has some types of websites (Saxena, 2009).

The features of e-publishing include:

- E-publishing contents spread to researchers within a little time
- Ease of making correction if need arises, an electronic text can be updated or corrected with the same immediacy

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• Allows anyone with access to a networked computer to publish on the internet
• Provides high global visibility for works
• Overcome geographical barriers associated with print media
• Distribution times between production, publication and its delivery have been drastically reduced

According to Latamore (2011), electronic publishing has several advantages over print publishing and they include:
• One of the most obvious advantages of e-books over traditional publishing is significantly lower production cost;
• Rapid publication since electronic speed up the process of peer review, manuscripts can immediately receive attention
• Large citations can be searched and retrieved simultaneously and instantly
• Innovative use of multimedia to present, using sound, movies and simulation;
• Hypertext and hypermedia links: linking to other electronic information is possible at faster speed and
• E-P facilitates open access (OA) principles (visibility and accessibility)

Electronic publishing in Nigeria

Electronic publishing has become a normal norm of publishing in Nigeria (Ifeduba, 2010) and this phenomenon is increasing at a high pace hence, Nigeria is experiencing an electronic or digital revolution (Abulude, 2014). Published knowledge and Information are becoming more digital and networked with less paper in Nigeria which depicts that the Nigeria publishing industry is gradually tilting to enjoy the benefits that the internet brings to development (Abulude, 2014). According to Hyrkin (2014), electronic publishing is becoming a mature and thriving industry as hardcover sales has declined slightly and e-Book sales grew at an astonishing rate with higher profit margins than the printed books. According to Abulude (2014), the usefulness of electronic publishing cuts across every nook and cranny of the Nigeria communities which include the academic communities where readers search, obtain, and share digital contents useful for their consumption. Ogunlesi (2011) noted that the rate of the use of mobile connectivity to enhance digital and electronic publishing in Nigeria is becoming high and it is no more a strange thing to be involved and talk about digital publishing in Nigeria. Also, the number of internet users in Nigeria has risen increasingly, and this also have encouraged electronic publishing in Nigeria. Hence, electronic publishing is not a thing of the past but it is an on-going innovation that has turned and changed the Nigeria publishing industry.

Challenges of the Nigeria electronic publishing industry

As earlier noted, several challenges have been raised in the deployment of the internet in the publishing industries and among the academia. There is need to examine such challenges due to the fact that these challenges can pose negative significant effect on the Nigeria publishing industry, among the academia, the education sector and also by extension on development. The first and major concern that has attracted attention among scholars in the publication industry is the open access initiative. Beall (2017) noted that, the increase creation and access to published knowledge through the internet has introduced the Open Access (OA) initiative. OA simply means providing published knowledge free to the public (Omiunu, 2019). This forfeited the traditional publishing aims which focus on making interest for publishers and writers.

From a general perspective, publishing has to make available published knowledge either for free or sale to the public. In the traditional era, when publishing was done manually and on print base, published information were not provided for free but placed on sale and this provided profit for the publishers and the writers. However, in recent times, with the advent of the internet, publishing objectives changed and its definition took a nose-dive to imply the provision of published knowledge either for free or for sale to the public. However, this also metamorphosed to another phase and introduced the concept of OA where published knowledge are provided for free to the public hence, profit was abated (Omiunu, 2019).
The second challenge is the OA model to deploy in the publishing industry. OA model ranges from the gold, green, and hybrid models and another possible challenge in the OA environment is to make decision on which OA model to deploy in the publishing of knowledge and making such knowledge available to the public. Kieńć, (2015) and Omiunu (2019) noted that a gold open access journal type makes published contents either book or journal articles to be available for free on the publisher’s website for readers/users to use but stipulate a delay (a 12 months gap) between publishing period and when made available free for readers. A green open access journal publishes non-free content, but allows authors of the published articles to republish the articles in other repositories such as Researchgate, academia, repositories of universities, among others but the publishers still places such article on the pay-wall on their website (Omiunu, 2019). The Hybrid open access model proffers the possibility for authors to either choose whether to pay a fee for publication so that the article will be placed on open access or chose not to pay the publication fees but such articles would be published and placed on website for subscription before user can access such articles.

The third challenge is posed by the liberation of OA models. The OA initiative ensures that published articles which include books, journals, among others are made free for readers. The drive to ensure this in the publishing industry and among the academia gave birth to another problematic challenge- the birth of predatory publishers. Predatory publishers referred to as deceptive publishers, uses an exploitative open-access model that seeks to charge authors with publication fees without providing any editorial process for articles published hence, the articles are of very low quality (Omiunu, 2019). They publish and provide articles that have less quality in the electronic publishing industry, hence, they constitute major challenge in the Nigeria publishing industry because Nwagwu and Ojemeni (2015) noted that Nigeria are major culprit of the predatory journals.

Also, Kakol, Nielek and Wierzbicki (2017) and Noam (2019) noted that there has been a lack of quality, proliferation of predatory journals, the lack of structure, among others in the publishing industry, hence Kaushik (2012) noted that issues of quality, reliability, credibility and authenticity of information resources published electronically are associated with electronic knowledge publication. Although, these challenges are majorly global phenomena but they could be higher in developing countries such as Nigeria because according to Nwagwu and Ojemeni (2015); Shen & Björk (2015); Brainard (2020); among others, Africa which include Nigeria are faced with different challenges in the publication industry that hampers the quality of electronic publications.

In addition, Aparico (2009) noted that other challenges of the electronic publishing in Nigeria include the fact that:

i. Writers do not receive royalty for their works unlike in printed books, where writers could be remunerated;
ii. Piracy is a major concern for e-publishing. It is easier for pirates to operate electronically. Falsification, alteration and cosmetic change is high in e-publishing
iii. The prices of e-published products is not cheap
iv. Print paper can be read anywhere and in any position that suits the reader
v. There are financial costs related to the use of e-publication
vi. There might be technical difficulties if the reader has no computer skills or other related skills to operate the system.

Abulude (2014) noted some of the challenges of electronic publishing in Nigeria which includes lack of electricity supply lack of a central organization or company archiving digital books; incompatible data formats; the lack of ownership attributed to e-publications especially when library subscribed to journal publications; increasing rate of plagiarism in the electronic environment; unequal internet coverage and speed; cost of system; among others. All these challenges posed significant and negative effect on the electronic publishing industry in Nigeria and could hamper the development of the industry which could affect development in the long run. To this end, if these challenges are not cushioned, the Nigeria publishing industry would not be able to enjoy the benefits of the electronic publishing to its fullness and this may affect
Prospects of the Nigeria Electronic Publishing Industry

According to Hyrkin (2014) and Abulude (2014), electronic publishing is a thriving industry in Nigeria and has so many prospects attached to it. Abulude (2014) noted that the pace at which it is increasing in the Nigeria publishing industry is alarming and many authors and publishers are following this trend and involved in online publishing and other electronic means of publishing for publication. Because publications are mainly the most efficient means of academic communication and it is compulsorily used for various academics activities, the academic community and the indigenous people would be a means of promoting the Nigerian history, languages, culture, and social and economic life, enhancing the spirit of national cohesion and understanding in the nation. This is because the Nigeria academic communities believe in the "publish or perish" syndrome, as do their colleagues in the developed countries and this would attract and increase the propensity for electronic publication in Nigeria.

Electronic publishing would provide a means of livelihood and jobs for several people because one can be at his home and operate as a publisher, author, editor, book designer, printer, and distribution and marketing personnel, among others. Hence, the physical building barrier would be broken down in the electronic environment. Also, self publishing would increase as prospective authors whose manuscripts could be rejected by the traditional editors or publishers can use the electronic publishing to publishing his or her articles without barrier. Electronic publishing will also give room for a wide reach for access to publications as a great number of the public could have easy access to electronic publications.

During the period of only traditional book publishing, Nigeria depended heavily on imported books. This raised several challenges such as difficulty in importation of books, cost of importation and purchase due to high importation costs, among others. However, electronic publishing would break down such barriers and not only would Nigeria no more depend on importation of books but Nigeria through the electronic publishing would also be contributing to the global intellectual contribution and Nigeria’s electronic publication would also be used by other countries and hence, become part of the global intellectual and knowledge portfolio. Also, due to the high rate of poverty, students at all level can be able to download published materials online to circumvent the high costs associated with the traditional book publication.

Also, the ICT and internet transformation especially those caused by the recent cloud computing in the library system has also raised the need for academic and other libraries to subscribe to wider range of electronic publications from various electronic publishers hence, meeting the increasing and transformed needs of users in the constant changing information society. Also, search and retrieval of information and materials would be very easy as there are immediate responses to query provided in system unlike the searching process in the traditional library collection. The problem of book or publication scarcity would be circumvented in an online or electronic environment or publishing. Theft in the library would be complicatedly eradicated in the electronic platform. To this end, electronic publishing has a promising future in Nigeria.

Conclusion

In conclusion, the elastic impetus of the Nigeria publishing industry on development which include individual, sectoral and economical cannot be overemphasized. Its importance is based on the fact that it provides knowledge which is recognized as a major factor of productivity. Publishing has a long history which starts from the traditional to the recent electronic forms. However, there have been several stages of publishing between the traditional and electronic stages hence, publishing has witnessed series of transformation as a result of technological discoveries and inventions. The most recent is the electronic publishing which encompasses the use of electronic communications media to publish and disseminate knowledge. Several benefits such as attaining wide reach, easy search, less cost of production, easy publication activities, among others have been attributed to the electronic publishing.
Despite these benefits, electronic publishing has with it both its challenges and prospects in Nigeria. Some of its challenges are the confusion in the type of open access model to use, the prevalence of predatory publishers, poor quality of publication due to the fact that anyone can publish, the lack of structure in the electronic publishing industry hence, anyone can enter the market anytime without rules and regulations, among others. On the other hand, some of its benefits include there are ready markets for electronic publishing as it is the life wire of the academic societies in Nigeria hence, the concept, "publish or perish" syndrome. It is also a major tool for promoting the Nigerian history, languages, culture, and social and economic life, through the spirit of national cohesion and understanding in the nation among the indigenous people. In addition, it could be a major source of livelihood for other publishers, or freelancers, among others. Meanwhile, if the challenges posed on the electronic publishing are not cushioned, Nigeria publishing industry would not be able to enjoy the benefits of the electronic publishing to its fullness and this may affect the prospects of the Nigeria publishing industry and also hamper the sectoral (education and other sectors of the economy) and national development.

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