

Management in the publishing of modern period

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The importance and social role of the management in marketing system of our global world are huge. Management has the function of the influence on whole system in important scope of economics. In common, the management function in any activity procedure is implemented by the managers. The managers are driving force of the management. The managers directly influence on the formation of the culture and the society, which is social system, by their considered, purposeful activity and opportunities.

The publishing is whole system and profitable business scope. There are typical characteristics of all the business types in the publishing scope of modern period. As well, the publishing is considered as the service for the society in common, because the publishers, carrying out the activity in the publishing scope, publish the books, which are used in the education scope and are able to change public and social points of view of people. That's why the society wants the publishers to work not for their shareholders, but especially in favor of the society.

At present, there is the problem in the publishing market. The problem is that the publishers justify everything to sell the products manufactured by them, with the revenue motives. We must take into the consideration, that there are different publishing standards. Thus, there are so clear-sighted publishers, who, besides the revenue during the publishing of the book, take into the consideration the role of the book in the society and seek the publishing of books with the titles corresponding to high standards in the scope of science, education, training, literature, as well the titles which will be accepted by the readers. Such publishers are clear-sighted in their work. They are the citizens, who think about their motherland and people, their future. As we know, business scope is difficult system. Each businessman building his/her business activity, has the purpose of getting the revenue. Moreover, the revenue size in business is depending on businessman and his/her abilities. As we know, the publishing scope is the business too.

Keywords: *management, publishing, publishing scope, publishing enterprise*

Менеджмент у видавництві сучасного періоду

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Важливість і соціальна роль управління в системі маркетингу нашого глобального світу величезна. Управління має функцію впливу на всю функцію управління в будь-якій процедурі діяльності здійснюється менеджерами. Менеджери є рушійною силою управління. Менеджери безпосередньо впливають на формування культури і суспільства, тобто соціальної системи, за їх розглянутими, цілеспрямованими діями і можливостями.

Видавництво – це цілісна система і прибутковий бізнес. У видавничому просторі сучасного періоду наявні характеристики всіх типів бізнесу. Також видавництво розглядається як послуга для спільного суспільства, тому що видавці, що здійснюють діяльність у видавничій сфері, видають книги, які використовуються в освітній сфері і здатні змінювати громадські та соціальні точки людей. Тому суспільство хоче, щоб видавці працювали не для своїх акціонерів, а для суспільства.

На даний момент існує проблема на видавничому ринку. Проблема полягає в тому, що видавці виправдовують все, щоб продати вироблену ними продукцію, з мотивами доходу. Ми повинні взяти до уваги, що існують різні стандарти публікації. Таким чином, існують настільки прозорі видавці, які, крім доходу під час видання книги, враховують роль книги в суспільстві і прагнуть видавати книги з титулами, що відповідають високим стандартам у сфері науки, освіти, навчання, літератури, а також назви, які будуть прийняті читачами. Такі видавці є прозорими у своїй роботі. Це громадяни, які думають про свою батьківщину і людей, своє майбутнє. Як ми знаємо, сфера бізнесу є складною системою. Кожен бізнесмен (підприємець), який будує свою підприємницьку діяльність, має на меті отримати дохід. Крім того, розмір доходу в бізнесі залежить від бізнесмена (підприємця) та його здібностей. Як відомо, сфера публікації також є бізнесом.

Ключові слова: *управління, видавнича справа, видавнича сфера, видавниче підприємство*

Менеджмент в издательстве современного периода

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Значение и социальная роль менеджмента в маркетинговой системе нашего глобального мира огромны. Управление имеет функцию влияния на всю систему в важной области экономики. Как правило, функция управления в любой процедуре деятельности осуществляется менеджерами. Менеджеры являются движущей силой управления. Менеджеры напрямую влияют на формирование культуры и общества, являющегося социальной системой, своей продуманной, целенаправленной деятельностью и возможностями.

Издание представляет собой целостную систему и выгодную сферу бизнеса. Существуют типичные характеристики всех видов бизнеса в сфере публикаций современного периода. Кроме того, публикация рассматривается как услуга для общества в целом, потому что издатели, осуществляя деятельность в области публикаций, публикуют книги, которые используются в сфере образования и способны изменять общественные и социальные точки зрения, мнение людей. Вот почему общество хочет, чтобы издатели работали не на своих акционеров, а особенно на благо общества.

В настоящее время существует проблема на издательском рынке. Проблема в том, что издатели оправдывают все, чтобы продавать произведенную ими продукцию, с целью получения дохода. Надо учитывать, что существуют разные издательские стандарты. Таким образом, есть настолько проницательные издатели, которые, помимо доходов от издания книги, принимают во внимание роль книги в обществе и стремятся к публикации книг с названиями, соответствующими высоким стандартам в области охвата. науки, образования, обучения, литературы, а также названия, которые будут приняты читателями. Такие издатели проницательны в своей работе. Это граждане, которые думают о своей родине и людях, своем будущем. Как известно, сфера бизнеса – сложная система. Каждый предприниматель, строящий свою коммерческую деятельность, имеет целью получение дохода. Кроме того, размер дохода в бизнесе зависит от бизнесмена (бизнес-леди) и его / ее способностей. Как известно, издательская сфера – это тоже бизнес.

Ключевые слова: управление, издательская деятельность, издательская сфера, издательское предприятие

Actuality.

The most important economic procedure among others being realized in the scope of the publishing of modern period is the management. Management is professional activity, implemented with the purpose of achieving the goals of the company in market condition, by rational use of material, labor and financial reserves by using of methods, principles and functions of economic mechanisms of the administration. As well, management is the administration in market economy, market and competition conditions; and it stipulates the solution of economic and social matters.

What do we mean, when we talk about the management? Management is social function influenced by moral values, usages, thoughts in government and policy. As well, the management is important component of the economy, or rather, of global economic system. The importance and social role of the management in marketing system of our global world are huge. Management has the function of the influence on whole system in important scope of economics. In common, the

management function in any activity procedure is implemented by the managers. The managers are driving force of the management. The managers directly influence on the formation of the culture and the society, which is social system, by their considered, purposeful activity and opportunities. This character is especially typical for the managers working in the publishing sector, which is considered as the component and important scope of the culture [2, p. 98].

Discussion.

As we know, the publishing is whole system and profitable business scope. There are typical characteristics of all the business types in the publishing scope of modern period. As well, the publishing is considered as the service for the society in common, because the publishers, carrying out the activity in the publishing scope, publish the books, which are used in the education scope and are able to change public and social points of view of people. That's why the society wants the publishers to work not for their shareholders, but especially in favor of the society.

The matter of the use of the management in the publishing system is actual economic procedure

considered as the important matter. From this point of view, the managers carrying out the activity in the publishing scope are to understand anyway social and moral responsibility of their profession and, in the literal sense of the word, to be the professional in their work. If the manager wants to gain his/her business and social purposes, the best and important way is to be the innovator, i.e. to have something new. The managers must design such perspective plan for the publishing enterprise where they work, which will make them one of the leading members of structural base, strategy of the organization [4, p. 63-74].

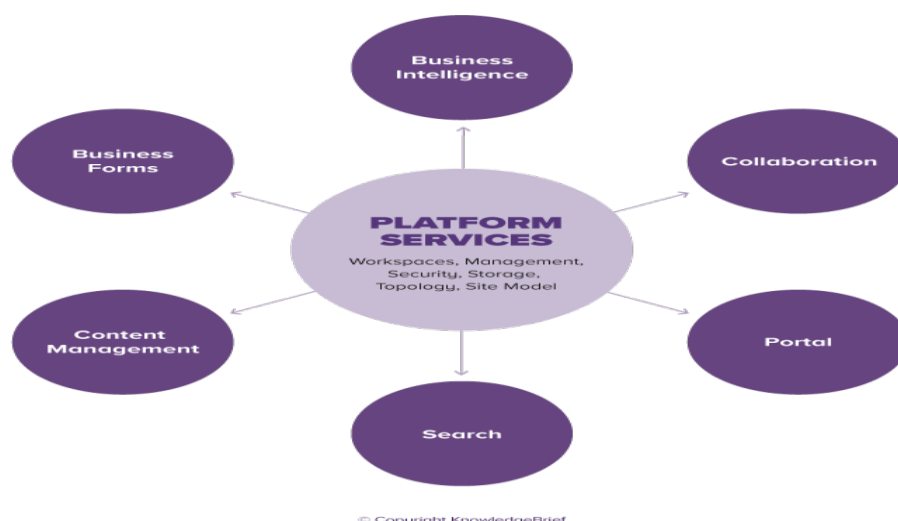
The fact is that, some publishing enterprises, in most cases, determine their real planned purposes, depending on the opinion of the publishers about them, depending on that how their friends and society members want to see them [3, p. 17].

At present, as usual, in most cases, the book plays resolute role for the society. That's why, the workers of the publishing enterprise must seek the production during their activity of better designed, high-quality books. However, sometimes, the administration of the publishing enterprise doesn't take into the consideration the interests of such authoritative workers, like editors, commercial workers, designers, managers etc.

At present, there is the problem in the publishing market. The problem is that the publishers justify

everything to sell the products manufactured by them, with the revenue motives. We must take into the consideration, that there are different publishing standards. Thus, there are so clear-sighted publishers, who, besides the revenue during the publishing of the book, take into the consideration the role of the book in the society and seek the publishing of books with the titles corresponding to high standards in the scope of science, education, training, literature, as well the titles which will be accepted by the readers. Such publishers are clear-sighted in their work. They are the citizens, who think about their motherland and people, their future.

As we know, business scope is difficult system. Each businessman (businesswoman) building his/her business activity, has the purpose of getting the revenue. Moreover, the revenue size in business is depending on businessman (businesswoman) and his/her abilities. As we know, the publishing scope is the business too. Thus, there are enough opportunities for getting the revenue in the publishing. Average share of the getting of the revenue in the publishing scope is 5%. However, if the marketing plan of the publishing enterprise is took into the consideration for the achieving the goals, the revenue value as net benefit is able to be arisen up to 10%. In this case, the determination of economic and social goals, clear view of the workers about these goals are important factors [5, 156-162].



«To achieve effective information management, organisations will need to pay greater attention to managing soft knowledge, such as tacit knowledge, judgement, and intuitive abilities (Anand et al., 1998).»

The goals and ideas of the publishing are the most important criteria for the evaluation of each manuscript and step. The most important general goals of each publishing enterprise are to get revenue and to publish valuable book. Some publishers also has such goals, like education, enlightenment of the society, or change of current thought, behavior manners. There is another group of the publishers, which publish only entertaining books or books for the teaching of any profession. However, these goals are able to be changed at times either for the better, or for the worse. This case is able to be arisen because of structural changes in the publishing base [9, p. 23-37].

In common, all the publishing enterprises implement the same activity procedure. However, depending on different manner of position distribution, the editing, publishing, managing and marketing methods are able to be different. The distribution of these functions and authorities depends on how the administration of the publishing enterprise sees the goals of the enterprise. Private and public goals determine type, quality, determined standards of publishing books and manner of their entrance to the market. In common, the publishers must understand deeper which publications the society needs more. It must considered as very important factor in the market. However, there are some publishers, for whom the sale figures are more important than the publishing of needed books. Such publishers don't hesitate to publish the books which are able to conflict with current social norms of the society, which are able to be rejected by the readers and to cause material losses [10, p. 54-61].

Undoubtedly, it's important for business activity and enterprise in each scope, either private or public sector, to have its structure. As well, work quality, number of the workers, activity scope must be determined by the needs of the enterprise. Availability of base structure of an enterprise is the guarantee of building of its future activity on strong base [8, p. 54-61].

All the modern organizations and bodies, including enterprises engaged in the publishing business, are able to create the means of management to accept a lot of information, to process and to analyse it. However, such analysis would be unprofitable [6, p. 22]. On this base, all the directions and decisions in accordance with their type must be passed to the managers. Information provided by the means of management, is the intellectual and financial support of the manager, who, together with each his/her step in the management, is to take into the consideration such important characteristics, like social and human factors. Another important for the manager characteristic is to be able to get positive result by use of different methods and manners. The

manager is to increase regularly his/her scientific and economic knowledge, to understand and defense innovations and different progressive equipment and technology. The fact is that social and human opinion are always inaccurate [7, p. 30-35].

When communication and management problems are settled, the manager is to determine needed volume of the information with the purpose of the implementation of effective function. Then, he/she is to create the management system with the purpose of supply of the information enough for effective management of the business. In accordance with the opinion of the expert managers, fewer efforts you spend to control the situation in the business activity, more successful will be the opportunity of getting such control; and fewer the means of management there are, more comfortable will be the work of businessmen (businesswomen) [1, 74-83].

Result: Generally, "Management" is a set of principles relating to the functions of planning, organizing, directing and controlling, and the application of these principles in harnessing physical, financial, human and informational resources efficiently and effectively to achieve organizational goals.

"Management" includes the activities of setting the strategy of an organization and coordinating the efforts of its employees (or of volunteers) to accomplish its objectives through the application of available resources, such as financial, natural, technological, and human resources.

A manager is an administrator of an organization. A manager is a person who manages or is in charge of something. Managers can control departments in companies, or guide the people who work for them. Managers must often make decisions about things.

At present, the managers working in different scopes, are to know how to compare if the information is needed or not, or if the information is important or not at researches, reports and statistical information. Such managers are considered as the best managers. The attempts of the managers with spacious intellect to control many operations will cause poor administration. In this case, the information needs are to be determined and only important operations must be implemented in planned manner. The manager shouldn't lose himself under the information overloading, he/she must implement important orders. In this case, the most important is that the manager is to give special attention in the means of the management to social matters and main goals of the business activity, to the perspective scopes in the context of these goals, and he/she is to carry out planned activity exactly in this scope.

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