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Designing a Socio-Economic Model of Book Publishing with an Emphasis on the Cultural Economy

Mostafa Akbari¹, Khalil Mirzaei^{2*}, Majid Radfar³

¹ PhD Student, Department of Sociology, Science and Research Branch, Islamic Azad University, Tehran, Iran.

² Assistant Professor, Department of Sociology, Roudehen Branch, Islamic Azad University, Tehran, Iran.

³ Associate Professor, Department of Sociology, Roudehen Branch, Islamic Azad University, Tehran, Iran.

* Corresponding author email address: mirzaekhalilr@yahoo.com

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ABSTRACT

Purpose: The primary objective of this study is to design a socio-economic model of book publishing with an emphasis on the cultural economy.

Methods and Materials: This study employs a grounded theory approach with an inductive movement trajectory. The research process begins with data from the field and literature, leading to conceptualization and determination of relationships between concepts. The statistical population includes all available documents and in-depth interviews with experts in the field of book publishing. The sample size is determined based on theoretical saturation and purposive sampling. Data collection methods include in-depth unstructured and semi-structured interviews, and document studies aimed at discovering and extracting concepts and their interrelationships. Qualitative and conceptual content analysis methods were used through open, axial, and selective coding.

Findings: The study identifies several critical factors influencing the book publishing industry in Iran. Key factors include liquidity (5.71%), content production (16.32%), economic conditions (12.06%), social trends (15.19%), cultural trends (4.34%), media (4.34%), legal frameworks (1.93%), and support and infrastructure. Content production emerged as the most significant factor, highlighting the importance of aligning publishing strategies with audience preferences and socio-cultural trends. Economic conditions and social trends also play crucial roles, indicating the need for adaptive strategies in managing financial and social dynamics.

Conclusion: This study provides a comprehensive socio-economic model of book publishing, emphasizing the cultural economy. The findings underscore the importance of financial management, content alignment with audience preferences, and responsive strategies to economic and social changes. The research offers valuable insights for policymakers, publishers, and stakeholders to enhance the sustainability and resilience of the book publishing industry.

Keywords: Book Publishing, Socio-Economic Model, Cultural Economy, Content Production, Economic Conditions, Social Trends, Media Influence, Legal Frameworks, Financial Management.

1. Introduction

The global book publishing industry has undergone significant transformations due to technological advancements and changing consumer behaviors. According to Gleasure, O'Reilly, and Cahalane (2017), the advent of inclusive technologies and crowdfunding platforms has democratized the book publishing process, allowing a broader range of voices to be heard. This shift towards digital and crowd-supported publishing models highlights the evolving nature of the industry and the need for adaptive strategies that can accommodate these changes (Gleasure et al., 2017).

Economic considerations are paramount in the publishing industry. Ashford and Kantarelis (2008) discuss the concept of capital democratization, emphasizing the importance of financial accessibility and support in fostering a robust publishing environment (Ashford & Kantarelis, 2008). In line with this, the ability to secure financial resources and manage liquidity is crucial for publishers, particularly in regions where economic stability is a concern. The economic challenges faced by publishers are further compounded by issues such as piracy, which Dionísio et al. (2013) identify as a significant threat to the financial viability of book publishing (Dionísio et al., 2013).

Cultural factors also play a significant role in the book publishing industry. The tastes and preferences of the audience, as well as the socio-cultural context, influence the types of content that are produced and disseminated. Al-Aufi et al. (2017) highlight the importance of understanding regional cultural dynamics, such as those observed in Arab international book fairs, to effectively engage with diverse audiences (Al-Aufi et al., 2017). Similarly, Aziz (2024) explores the socio-cultural conflicts inherent in literature, demonstrating how cultural narratives can both reflect and shape societal values and ideologies (Aziz, 2024).

The relationship between socio-economic conditions and publishing is complex and multifaceted. Baum et al. (2007) and Blanutsa (2021) emphasize the need for nuanced socio-economic analysis to understand regional disparities and their impact on publishing outcomes. For instance, regional socio-economic outcomes in non-metropolitan areas can differ significantly from urban centers, affecting both the production and consumption of literary works (Baum et al., 2007; Blanutsa, 2021).

Technological advancements have introduced new dimensions to the book publishing industry. Ferwerda (2011) discusses the potential of open access publishing in

the humanities, which challenges traditional publishing models and offers new opportunities for disseminating scholarly work (Ferwerda, 2011). Han (2024) examines the impact of transmedia storytelling on business performance, highlighting how innovative narrative techniques can enhance engagement and drive commercial success (Ham et al., 2021).

The economic environment in which publishers operate is influenced by broader financial systems and market dynamics. Bindseil and König (2013) provide an appraisal of Moore's "horizontalists and verticalists" framework, which offers insights into the monetary policy and its implications for the publishing industry (Bindseil & König, 2013). Similarly, Chen et al. (2011) review threshold time series models in finance, illustrating how economic fluctuations can affect publishing cycles and financial planning (Chen et al., 2011).

Environmental factors also intersect with the socio-economic landscape of book publishing. Buheji (2018) and Grames et al. (2015) explore the economic impacts of environmental challenges, such as climate change and flooding, on development and economic growth (Buheji, 2018; Grames et al., 2015). These studies underscore the importance of considering environmental sustainability in the strategic planning of publishing enterprises.

The legal and regulatory framework is another critical component of the book publishing ecosystem. Ortynskyi et al. (2021) examine the legal support necessary for socio-economic development, emphasizing the role of policy in shaping industry practices and ensuring equitable access to resources (Ortynskyi et al., 2021). Similarly, Ippoliti et al. (2015) highlight the impact of judicial efficiency on entrepreneurial action, which can influence the operational efficiency and legal compliance of publishing firms (Ippoliti et al., 2015).

The cultural economy, as discussed by Edrisi and Abhilash (2015), is a crucial factor in understanding the dynamics of book publishing (Edrisi & Abhilash, 2015). The intersection of economic activity and cultural production creates a unique set of challenges and opportunities for publishers. This study seeks to explore these intersections and develop a comprehensive model that addresses the socio-economic dimensions of book publishing.

The significance of this research lies in its potential to inform strategic decision-making and policy development in the book publishing industry. As Farmer et al. (2012) suggest, a complex systems approach can help construct better models for managing financial markets and the

economy. This study's findings will provide valuable inputs for developing such models, particularly in the context of the cultural economy and its impact on publishing.

In conclusion, this study aims to design a socio-economic model of book publishing with an emphasis on the cultural economy, addressing the critical issue of publishers in the country who strive to generate income while fostering culture in the absence of a clear and structured program for its creation and design. The integration of financial, cultural, technological, and legal factors into a comprehensive model will provide a holistic understanding of the book publishing industry and its socio-economic dynamics. This study aims to design a socio-economic model of book publishing with an emphasis on the cultural economy, addressing the critical issue of publishers in the country who strive to generate income while fostering culture in the absence of a clear and structured program for its creation and design.

2. Methods and Materials

2.1. Study Design and Participants

The present research employs a grounded theory approach with an inductive movement trajectory, wherein the research process begins with data from the field and literature, leading to conceptualization and determining the relationships between concepts. The statistical population of this study comprises all available documents and in-depth interviews with experts in the field of book publishing. The sample size was determined based on the principle of theoretical saturation and purposive sampling

2.2. Data Collection

Data collection methods included in-depth unstructured and semi-structured interviews, document studies aimed at discovering and extracting concepts and their interrelationships, and the formation of an initial theory. For

data analysis, qualitative and conceptual content analysis methods were used through open, axial, and selective coding.

2.3. Data Analysis

Regarding the evaluation of the quality of qualitative research, there are two fundamental viewpoints: 1) Using conventional methods in more quantitatively oriented research, such as experimental or descriptive methods, including validity and reliability; and 2) Validating results with methods appropriate for qualitative research, such as credibility, transferability, and confirmability.

Credibility: In this study, the conditions of credibility were ensured, and the data were collected in natural settings.

Transferability: The research findings are organized in a detailed report format, ensuring transferability.

Confirmability: The results obtained from the research findings were confirmed through theoretical and empirical triangulation. Additionally, the researcher's perspective and bias were controlled by using open interviews conducted by specialists.

In this study, after each interview and data collection, the research categories were formed and reviewed in subsequent interviews. In this process (from initial codes to final categories), the opinions of experts, as well as their critiques and suggestions, were considered.

3. Findings and Results

Qualitative and conceptual content analysis was conducted through open, axial, and selective coding. In the present research, only the selective coding section is presented in the form of tables of categories and concepts (Table 1), followed by the relationships between concepts in the model, and then the frequency, percentage, and intensity of these concepts are shown in Table 2.

Table 1

Open, Axial, and Selective Coding of Extracted Categories

Extracted Categories	Code	Indicators	Concepts	Frequency
1. Financial Capability of Publishing	A1	Financial Support	Liquidity	9
2. Provision of Economic Support	A1			13
3. Liquidity	A1			10
4. Funding Publishing Costs through Sales	A2	Capital Reproduction Power		10
5. Financial Provision with Economic Growth	A2			14
6. Increasing Financial Capability through Sales	A2			15
7. Lack of Government Attention to Audience Interests	B1	Audience Tastes	Content Production	15
8. Lack of Knowledge of Audience Tastes	B1			9

9. Attention to Audience Tastes	B1			9
10. Changes in Cultural Tastes	B1			8
11. Attention to Audience Interests	B1			15
12. Audience Interests and Wants	B1			9
13. Attention to Preferences	B1			13
14. Aligning with Audience Tastes	B1			11
15. Content Production on Current Social Issues	B2	Creating Social Flow		7
16. Content Production and Creating Social Flow	B2			14
17. Foresight in Content Production	B3	Foresight		13
18. Thought Production	B4	Creating Impact/Effect Selection		4
19. Provision of Thought Production from Outside Iran	B4			13
20. Content Production	B4			16
21. Influence of Discourses on Publishing	B5	Influence Acceptance		8
22. High Education and Scientific Level of Audience	B5			6
23. High Awareness	B5			14
24. Content Production for Social Issues	B6	Rescue Literature		6
25. Rescue Literature (Creating Novels on Social Issues)	B6			13
26. Currency Fluctuations in the Country	C1	Currency Issues	Economic Conditions	16
27. Decrease in National Currency Value	C1			9
28. Instability in Raw Material Prices	C2	Price Changes		8
29. Temporary Economic Problems Impact	C2			15
30. Variable Paper Prices	C2			12
31. Inflation	C3	Inflation in Book Raw Materials		8
32. Impact of Inflation and Economic Problems on Publishing	C3			16
33. Increase in Raw Material Costs (Paper, Zinc, Cardboard, etc.)	C3			11
34. High Costs and Inflation	C3			12
35. Rising Paper and Zinc Prices and Printing Costs	C3			9
36. High Book Production Costs	C4	Production Costs		9
37. High Raw Material Costs	C4			7
38. High Production Costs	C4			10
39. Existence of Hidden and Incidental Costs	C5	Hidden Costs		8
40. Book Piracy	D	Book Piracy	Book Piracy	5
41. Lack of Publisher's Targeting	E1	Publishing Development Model	Planning	2
42. Lack of Publishing Model	E1			6
43. Lack of Economic Plan for Publishing	E1			7
44. Lack of Financial Plan for Publishing	E1			3
45. Ability to Attract Writers	E2	Attracting Writers		13
46. Communication with All Writers	E2			15
47. Introducing and Advertising for Publishing	E3	Introducing and Advertising for		9
48. Publisher and Writer's Despair	E4	Publisher's Motivation		11
49. Publisher's Uncertainty about Society Conditions	E4			13
50. Publishing Infrastructure Issues	E5	Infrastructure		12
51. Having an Advertising System for Introducing, Marketing, and Distributing Books	E6	Advertising		4
52. Attention to Modern Sales Systems such as Apps, Websites, etc.	E6		13	
53. SEO Writing (Website Programming) for Targeted Sales on Google	E6		12	
54. Disproportion between Production and Publishing Channels	E7	Process Orientation		14
55. Publisher's Absence in Important International Events	F1	International Law	International Law	14
56. The Country's Non-Accession to the Berne Convention	F2		10	
57. Lack of Book Production Materials	G1	Book Production Materials	Book Production	3
58. Provision of Raw Materials	G1			8
59. Unnecessary Costs	G2	Unnecessary Costs		8
60. High Book Distribution Costs	G3	Distribution Cost		13
61. Attention to Final Costs of Book Production	G4	Production Cost		8
62. Lack of Coordination among Publishers in Book Projects	H1	Publisher Interactions	Publisher Communications	4
63. Financial Interactions of Publishers and Distribution Companies	H1		12	

64. Disproportion between Publications and Distribution Centers	H2	Showcase		12
65. Disproportion between Showcase and Number of Publishers	H2		13	
66. Specialization of Publishers	I1	Specialized Publisher	Type of Publishing	9
67. Generalization of Publishers	I2	Comprehensiveness		7
68. Publishers Becoming Companies	I3	Company/Institution		11
69. Institutions Having More Freedom than Companies	I3			13
70. Distribution Companies	I4	Distribution Companies		10
71. Having Operational Freedom	I5	Publisher's Nature		16
72. Privatization of Publishers	I5			5
73. Private Publishing	I5			14
74. Lack of Financial Software for Publishing in the Country	J	Facilities	Facilities	11
75. Centralizing Publisher's Products in Warehouses	J		12	
76. Having a Warehouse by the Publisher	J		6	
77. Emergence of Virtual Space	K1	Virtual Space	Media	3
78. Emergence of Internet Tools and Social Networks	K1			8
79. Book Summaries in Virtual Space	K2	Inversion of Reading		15
80. Marginalizing Book Reading in Social Networks	K2			13
81. Media Domination of Book Content	K3	Media Hegemony		5
82. Media-Driven Society	K3			6
83. Higher Level of Reading in Virtual Space than Books	K3			4
84. False Sense of Fulfillment from Reading	L1	False Fulfillment	Reading Process	13
85. Sense of No Need for Thinking in Individuals	L1			14
86. Lack of Reading by Elites and Cultural Authorities	L2	Reading Level		6
87. Lack of Encouragement to Read Books by Cultural Authorities	L3	Campaign		16
88. Lack of Promotion of Reading Culture	L3			10
89. Decrease in Book Reading Time	L4	Reading Time		10
90. Decrease in Book Reading Level	L4			4
91. Unclear Reading Fields of Individuals	L5	Reading Fields		8
92. Emergence of Materialistic Civilization	M1	Economic System	Economic Behavior	11
93. Continuous Publishing Struggle in the Book Market	M2	Publishing Effort		7
94. Book Sales on Installment and Cheque	M3	Risk-taking		12
95. Purchase of Raw Materials in Cash	M3			14
96. Decrease in Actual Print Run	M3			4
97. Reduction in Publisher's Risk	M3			14
98. Influence of Social Trends on Book Publishing	N1	Social Influence	Social Trends	14
99. Investment in Social Trends	N1			3
100. Changes in Society's Ideologies	N1			15
101. Aligning with Current Issues	N1			13
102. Current Social Trends	N1			5
103. Attention to Current Social Issues	N1			14
104. Impact of Lifestyle Changes on Book Publishing	N2	Social Conditions		4
105. Audience Engagement with Social Issues	N2			16
106. Attention to Audience's Social Conditions	N2			8
107. Attention to Audience's Lifestyle	N2			8
108. Impact of Inflation on Changing Family Priorities	N3	Economic Conditions		16
109. Impact of People's Purchasing Power	N3			15
110. Family's Financial Capability	N3			4
111. Economic Pressures on Families	N3			10
112. Removing Books from Family's Purchase List	N3			9
113. Creating Social Trends in Children and Adolescents	N4	Creating Social Flow		14
114. Creating Social Trends in Adults	N4			13
115. Changes in Audience's Social Tastes	N4			8
116. Attention to Society's Values	O1	Cultural Conditions	Cultural Trends	10
117. Attention to Society's Cultural Issues	O1			15
118. Lack of Cultural Development in Society	O2	Cultural Development		8
119. Creating Cultural Trends in Children and Adolescents	O3	Creating Cultural Flow		12
120. Creating Cultural Trends in Adults	O3			9
121. Lack of Government Support	P	Support	Support	6
122. Lack of Support from Organizations	P			16

Table 2

Frequency and Percentage of Concept Recurrence

Indicators	Concepts	Frequency	Percentage	Intensity
Financial Support	Liquidity	71	5.71%	Relatively Useful
Capital Reproduction Power				
Audience Tastes	Content Production	203	16.32%	Highly Effective
Creating Social Flow				
Foresight				
Creating Impact/Effect Selection				
Influence Acceptance				
Rescue Literature				
Currency Issues	Economic Conditions	150	12.06%	Effective
Price Changes				
Inflation in Book Raw Materials				
Production Costs				
Hidden Costs				
Book Piracy	Book Piracy	5	0.4%	Insignificant
Publishing Development Model	Planning	134	10.77%	Highly Useful
Attracting Writers				
Introducing and Advertising for				
Publisher's Motivation				
Infrastructure				
Process Orientation				
International Law	International Law	24	1.93%	Insignificant
Book Production Materials	Book Production	40	3.22%	Relatively Useful
Unnecessary Costs				
Distribution Cost				
Production Cost				
Publisher Interactions	Publisher Communications	41	3.33%	Relatively Useful
Showcase				
Specialized Publisher	Type of Publishing	85	6.83%	Useful
Comprehensiveness				
Company/Institution				
Distribution Companies				
Publisher's Nature				
Facilities	Facilities	29	2.33%	Insignificant
Virtual Space	Media	54	4.34%	Relatively Useful
Inversion of Reading				
Media Hegemony				
False Fulfillment	Reading Process	81	6.51%	Useful
Reading Level				
Campaign				
Reading Time				
Reading Fields				
Economic System	Economic Behavior	62	4.98%	Relatively Useful
Publishing Effort				
Risk-taking				
Social Influence	Social Trends	189	15.19%	Highly Effective
Social Conditions				
Economic Conditions				
Creating Social Flow				
Cultural Conditions	Cultural Trends	54	4.34%	Relatively Useful
Cultural Development				
Creating Cultural Flow				
Support	Support	22	1.77%	Insignificant
Total		1244	100%	

The concept of liquidity appeared 71 times (5.71%) in the experts' responses, indicating that liquidity has a 5.71%

influence as a factor of the cultural economy on the book publishing industry. Therefore, liquidity is identified as a

relatively useful factor in Iran's book publishing industry. (Relatively Useful)

The concept of content production appeared 203 times (16.32%) in the experts' responses, indicating that content production has a 16.32% influence as a factor of the cultural economy on the book publishing industry. Therefore, content production is identified as a highly effective factor in Iran's book publishing industry. (Highly Effective)

The concept of economic conditions appeared 150 times (12.06%) in the experts' responses, indicating that economic conditions have a 12.06% influence as a factor of the cultural economy on the book publishing industry. Therefore, economic conditions are identified as an effective factor in Iran's book publishing industry. (Effective)

The concept of book piracy appeared 5 times (0.4%) in the experts' responses, indicating that book piracy has a 0.4% influence as a factor of the cultural economy on the book publishing industry. Therefore, book piracy is identified as an insignificant factor in Iran's book publishing industry. (Insignificant)

The concept of planning appeared 134 times (10.77%) in the experts' responses, indicating that planning has a 10.77% influence as a factor of the cultural economy on the book publishing industry. Therefore, planning is identified as a highly useful factor in Iran's book publishing industry. (Highly Useful)

The concept of international law appeared 24 times (1.93%) in the experts' responses, indicating that international law has a 1.93% influence as a factor of the cultural economy on the book publishing industry. Therefore, international law is identified as an insignificant factor in Iran's book publishing industry. (Insignificant)

The concept of book production appeared 40 times (3.22%) in the experts' responses, indicating that book production has a 3.22% influence as a factor of the cultural economy on the book publishing industry. Therefore, book production is identified as a relatively useful factor in Iran's book publishing industry. (Relatively Useful)

The concept of publisher communications appeared 41 times (3.33%) in the experts' responses, indicating that publisher communications have a 3.33% influence as a factor of the cultural economy on the book publishing industry. Therefore, publisher communications are identified as a relatively useful factor in Iran's book publishing industry. (Relatively Useful)

The concept of type of publishing appeared 85 times (6.83%) in the experts' responses, indicating that type of publishing has a 6.83% influence as a factor of the cultural

economy on the book publishing industry. Therefore, type of publishing is identified as a useful factor in Iran's book publishing industry. (Useful)

The concept of facilities appeared 29 times (2.33%) in the experts' responses, indicating that facilities have a 2.33% influence as a factor of the cultural economy on the book publishing industry. Therefore, facilities are identified as an insignificant factor in Iran's book publishing industry. (Insignificant)

The concept of media appeared 54 times (4.34%) in the experts' responses, indicating that media has a 4.34% influence as a factor of the cultural economy on the book publishing industry. Therefore, media is identified as a relatively useful factor in Iran's book publishing industry. (Relatively Useful)

The concept of reading process appeared 81 times (6.51%) in the experts' responses, indicating that the reading process has a 6.51% influence as a factor of the cultural economy on the book publishing industry. Therefore, the reading process is identified as a useful factor in Iran's book publishing industry. (Useful)

The concept of economic behavior appeared 62 times (4.98%) in the experts' responses, indicating that economic behavior has a 4.98% influence as a factor of the cultural economy on the book publishing industry. Therefore, economic behavior is identified as a relatively useful factor in Iran's book publishing industry. (Relatively Useful)

The concept of social trends appeared 189 times (15.19%) in the experts' responses, indicating that social trends have a 15.19% influence as a factor of the cultural economy on the book publishing industry. Therefore, social trends are identified as a highly effective factor in Iran's book publishing industry. (Highly Effective)

The concept of cultural trends appeared 54 times (4.34%) in the experts' responses, indicating that cultural trends have a 4.34% influence as a factor of the cultural economy on the book publishing industry. Therefore, cultural trends are identified as a relatively useful factor in Iran's book publishing industry. (Relatively Useful)

The concept of support appeared 22 times (1.77%) in the experts' responses, indicating that support has a 1.77% influence as a factor of the cultural economy on the book publishing industry. Therefore, support is identified as an insignificant factor in Iran's book publishing industry. (Insignificant)

4. Discussion and Conclusion

The present study aimed to design a socio-economic model of book publishing with an emphasis on the cultural economy. Through a comprehensive analysis involving grounded theory and qualitative content analysis, the study identified key concepts and their interrelationships that influence the book publishing industry in Iran. The findings highlight several critical factors, including liquidity, content production, economic conditions, and social and cultural trends, which play a significant role in shaping the publishing landscape.

The concept of liquidity emerged as a relatively useful factor, with a frequency of 71 instances (5.71%) in the experts' responses. This finding aligns with Ashford and Kantarelis (2008), who discuss the importance of financial accessibility and support in fostering a robust publishing environment (Ashford & Kantarelis, 2008). Financial capability, including the ability to secure resources and manage liquidity, is crucial for publishers, particularly in economically volatile regions. This study's results underscore the need for effective financial management strategies to ensure the sustainability of publishing enterprises.

Content production was identified as a highly effective factor, with a frequency of 203 instances (16.32%). This finding is consistent with Gleasure, O'Reilly, and Cahalane (2017), who highlight the democratizing impact of inclusive technologies on content creation and distribution. The ability to produce relevant and engaging content is critical for attracting and retaining audiences, as well as for driving commercial success (Gleasure et al., 2017). The emphasis on content production also reflects the cultural dimension of publishing, where understanding and responding to audience tastes and preferences are paramount (Al-Aufi et al., 2017; Aziz, 2024).

Economic conditions were noted as an effective factor, with 150 instances (12.06%). This finding is supported by Baum et al. (2007) and Blanutsa (2021), who emphasize the need for nuanced socio-economic analysis to understand regional disparities and their impact on publishing outcomes (Baum et al., 2007; Blanutsa, 2021). Economic stability, including managing inflation and currency fluctuations, is essential for the viability of publishing operations. The study's findings highlight the challenges posed by economic volatility and the importance of adaptive strategies to mitigate these risks.

Social trends were identified as a highly effective factor, with 189 instances (15.19%), while cultural trends were relatively useful, with 54 instances (4.34%). These findings align with the work of Ham et al. (2021), who discuss the impact of rising inequalities and changing social geographies on urban environments. Understanding social and cultural dynamics is crucial for publishers to remain relevant and responsive to their audiences (Ham et al., 2021). This study's results emphasize the significance of aligning publishing strategies with prevailing social and cultural trends to enhance engagement and foster cultural discourse.

The concept of media, including the influence of virtual space and social networks, emerged as relatively useful, with 54 instances (4.34%). This finding resonates with Ferwerda (2011) and Han (2024), who discuss the transformative impact of digital technologies and transmedia storytelling on the publishing industry (Ferwerda, 2011; Han, 2024). The integration of digital platforms into publishing strategies can enhance accessibility and expand reach, providing new opportunities for content dissemination and audience engagement.

The study identified the legal and regulatory framework as an influential factor, with international law appearing 24 times (1.93%). This finding is consistent with Ortynskyi et al. (2021), who highlight the role of policy in shaping industry practices and ensuring equitable access to resources (Ortynskyi et al., 2021). Effective legal frameworks can support the development of a sustainable publishing industry by protecting intellectual property and fostering fair competition.

Support and infrastructure, including planning and publisher communications, were highlighted as critical factors. The study found that effective planning and robust communication networks are essential for coordinating publishing activities and ensuring operational efficiency. This finding aligns with the work of Foster et al. (2007), who emphasize the importance of strategic planning and collaboration in economic geography (Foster et al., 2007).

Despite the comprehensive nature of this study, several limitations must be acknowledged. Firstly, the study's focus on the Iranian book publishing industry may limit the generalizability of the findings to other contexts. While the qualitative methodology provides in-depth insights, it may not capture the full complexity of the publishing industry across different regions. Additionally, the reliance on expert interviews and document analysis may introduce biases based on the perspectives of the selected participants and the availability of documents.

Future research should consider expanding the scope of the study to include comparative analyses across different countries and regions. Such studies can provide a broader understanding of the global book publishing industry and identify common challenges and opportunities. Additionally, quantitative methods could complement the qualitative findings by providing statistical validation and broader generalizability. Longitudinal studies examining the impact of economic and technological changes on the publishing industry over time would also be valuable.

For practitioners in the book publishing industry, several actionable recommendations emerge from this study. Firstly, publishers should prioritize financial management strategies to ensure liquidity and sustainability in the face of economic volatility. This includes diversifying revenue streams and exploring innovative funding models such as crowdfunding. Secondly, content production should be aligned with audience preferences and socio-cultural trends to enhance engagement and commercial success. Leveraging digital platforms and transmedia storytelling can expand reach and foster deeper connections with readers. Lastly, publishers should advocate for supportive legal and regulatory frameworks that protect intellectual property and promote fair competition. Collaboration with policymakers and industry stakeholders is essential to address systemic challenges and drive sustainable growth in the publishing industry.

In conclusion, this study provides a comprehensive socio-economic model of book publishing with an emphasis on the cultural economy. The findings highlight the critical factors influencing the publishing industry, including liquidity, content production, economic conditions, social and cultural trends, media and technology, legal and regulatory frameworks, and support and infrastructure. By addressing these factors, publishers can enhance their strategic decision-making and ensure the sustainability and resilience of their operations. This research contributes to the academic discourse on book publishing and offers practical insights for industry practitioners, policymakers, and other stakeholders. Future research should continue to explore the dynamic interplay of economic, cultural, and technological factors in the book publishing industry to further enhance understanding and inform practice.

Authors' Contributions

Authors equally contributed to this article.

Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

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Declaration of Interest

The authors report no conflict of interest.

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Ethics Considerations

In this study, to observe ethical considerations, participants were informed about the goals and importance of the research before the start of the interview and participated in the research with informed consent.

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