



London International Conferences

londonic.uk



ukeyconsultingpublishing.co.uk

SWOT Analysis of Electronic Publishing: Example of UKEY Publishing

Selim Ozdemir

UKEY Publishing

London-UK

selim.tx@gmail.com

Mehmet Ali Erođlu

UKEY Publishing

London-UK

dr@emaili.org

Abstract

The emergence and development of electronic publishing will be examined in this study. In particular, analysis of the effects of electronic books and other electronic publications on the publishing sector will be included. What opportunities and threats can be discussed? while examining the strengths and weaknesses of the electronic publishing industry comparatively. It will be examined as a UKEY Publishing case study.

The feedback to be received at the conference will be evaluated and the study will be expanded as an article. The study will include quantitative and qualitative research findings.

Keywords: Electronic publishing, e-book, SWOT, strength, weaknesses, opportunities, threats.

