



PRIVATE PUBLISHING INDUSTRIES AS CORRELATES OF THE POST-PANDEMIC INFORMATION ECONOMY IN IMO STATE, NIGERIA.

BY

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Abstract

Purpose: This paper examined private publishing industries as determinants of post pandemic information economy in Imo State, Nigeria.

Design/Methodology/Approach: Correlational design was adopted for the study while rating scale was used to elicit data for the study. A sample of 50 staff was drawn from the population of 185 staff of publishing firms studied. The purposive sample technique was adopted for the selection of the respondents. Data collected were analyzed with Pearson product Moment Correlation (PPMC) to answer the research questions while t-test was used to test the hypotheses formulated at 0.05 level of significance.

Findings: Results showed that the level of post pandemic information economy is high; there is a high coefficient of correlation between each of the variables (knowledge creation, literacy promotion and awareness creation) respectively and post pandemic information economy. Also, it was revealed that the multiple coefficient relationship is moderate, determining variations in post pandemic information economy are explained by the knowledge, creation, literacy promotion and awareness creation. The study identified inadequate funding, piracy and copyright infringement as the major constraints to indigenous publishing industries to contribute effectively towards engendering the post pandemic information economy.

Implications: The study concluded that publishers are the major key actors in reviving the post pandemic tailspin information economy, it therefore among other recommended that there is a need to create conducive environment for indigenous publishing firms in Nigeria to thrive and effectively complete with their counterparts in a developed countries. Also, the government and other stakeholders, as the matter of urgency should encourage private investors to delve into large scales publishing by way of granting them loan facilities with low interest rate.

Originality/Value: This work has not been published before. In general, the study revealed the role of publishing in the information economy

Key Words: Private Indigenous, Publishing Industries, Post Pandemic, and Information Economy.

Introduction

The Covid-19 pandemic is one of the most troubling phenomena that remains unforgettable in the catalogue of world history. It adversely plunged the global economy into deepest recession since the Second World War. The pandemic was

predicted to cause the global real GDP growth to decrease by 4.5 percent (%) in 2020 (Duffin, 2020). Presently, as the ugly rate of its waving terrorizing wind blow is gradually subsiding, its aftermath is leaving lasting lining scars on the structure of the global economy. The society is heralded to

new dawn - the post pandemic era. The post pandemic era is the present time the society is being confronted with economic rebirth, struggling to combat the effect of Covid-19 pandemic on the global economy (Nervin, 2020). Consequently, many economies of the world, as a matter of emergency are now putting together the remnants of the unprecedented crisis in managing to open up diversified economy options for survival. According to Mohit (2020), the post pandemic era is now challenging the world with a business mantra "who will be the winner? The situation is so contentious, and has invariably resorted to the abrupt paradigm shift in the economy revival. This situation opened new vista of the economy known as post pandemic information economy. As many nations of the world are keying into this information economy, Nigeria is not left out in joining the fore bandwagons of comity of nations to embrace this information economy as a bailout for the post pandemic tailspin economy.

Therefore, what is information economy? Information economy is the portion of the natural economy based on an increased emphasis on information activities and information industry (Castell, 2020). Information economy is an economy based on the effective acquisition, dissemination and use of information rather than on the means of production. It is where the productivity and competitiveness of units or agents depend mainly on their capacity to generate, process and apply efficiently knowledge based of the creation, sales, distribution and consumption of knowledge product. A knowledge products are intellectual properties (books, softwares, electronic games, specialized information, data mines and data warehouse (STANDS 4LLC, 2020).

Ideally, every society that worth its salt in this post pandemic era demands is heading towards building a booming information economy. The information driven economy offers every facet of the economy the easy opportunities to leapfrog

into digitalized superhighway economy. Undoubtedly, information economy forms the basic forcrum of every facet of the post pandemic economy to thrive for survival. Beside, information is the key to unlock the nation's economy, no matter how minute it is, is very essential in the society as no facet of the economy or industry and human being can survive void of information, most especially in this 21st century cum post pandemic era (Ughebu, 2000). Therefore, information begat knowledge and knowledge is profitable to life undertakings. Information can be made available to all and sundry through publishing platform. The publishing firms are saddled with the responsibility of information dissemination and knowledge creation as well as promotion of literacy in the society.

Meanwhile, what is publishing? - The kernel crux of the matter. Publishing can be described by Olusola (2019) as an enterprise involve in the processing of an author idea generated and written in form of a manuscript into a book for reading public. The process involves activities such as selection, preparation and marketing of printed materials. Publishing may be private, clubs, commons or public goods and may be conducted as commercial public, social or community activities (Hess, Charlotte, Ostrom and Elimo, 2011). The place of private indigenous publishing industry visa-vis the post pandemic information economy cannot be overemphasized. The publishing firm is the /indispensable generator or creator of information and knowledge respectively. Publishing provide the vital underspinning for information economy in this post pandemic era, this implies that an effort to skew the global or national economy towards information economy is elusive without enhancing the capacity of the publishing industry.

The publishing plays the important roles of information dissemination, knowledge creation, promotion of literacy, creation of awareness on issue of public concern etc. it is therefore relevant in all

spheres of society because through it, information is made accessible, thereby, producing the knowledge that support the proper functioning and growth of individual and society economy as a whole (Ubogu, 2018). Publishing plays an indispensable role in building a formidable information economy. It is a veritable instrument to facilitate knowledge creation, literacy and social change as well as global high productivities, this in turn fast track national development and growth in the information economy (Oyeyinka, 2016). Therefore, there is no gainsaying the fact that publishing is one of the major determinants of post pandemic information economy.

Statement of the Problem

For any society that poised to build an information economy in this post pandemic era, publishing must be accorded top priorities in the scheme of things, especially given its indispensable roles as driver of the economy via information generation and knowledge creation in the society.

However, studies have shown in Nigeria, nay Imo State, that the approach to reposition our indigenous publishing firms is still elitist, the government and major stakeholders in the economy sector are underplaying the important roles of publishing industry to national development. Most of our publishing firms are still dragging their feet to survive, implying that information growth is in snail speed. What could be the reason for downplay of the indispensability of this key sector - publishing, especially in the face of this post pandemic economy challenges?

The researchers, therefore examine if these major publishing variables such as knowledge creation, literacy promotion and awareness creation are determinants of post pandemic information economy. The study was delimited to private indigenous publishing firms in Owerri, Imo State with reference to Alphabet Nigeria Publishers, Springfield Publishers, Extension Publication Ltd and Ithem Davis Press Ltd.

Research Questions

The following research questions were posed for the study:

1. What is the level of post pandemic information economy in Imo State, Nigeria?
2. What is the relationship between knowledge creation and level of post pandemic information economy?
3. What is the coefficient of correlation between literacy promotion and level of post pandemic information economy?
4. What is the extent of correlation coefficient between awareness creation and level of post pandemic information economy?
5. What is the multiple relationship between knowledge creation, literacy promotion, awareness creation and level of post pandemic information economy?
6. What are the factors militating against private indigenous publishing industries in enhancing the post pandemic information economy in the area studied?

Hypotheses

The following hypotheses stated in the null form are formulated to guide this study at 0.05 level of significance:

- H₀₁:** There is no significant coefficient of correlation between knowledge creation and level of post pandemic information economy.
- H₀₂:** There is no significant relationship between literacy promotion and level of post pandemic information economy.
- H₀₃:** The extent of awareness creation and level of post pandemic information economy do not differ significantly.
- H₀₄:** Knowledge creation, literacy promotion, awareness creation and the level of post pandemic information economy do not differ significantly.

Review of Literature

Information Economy

Information economy can be seen as an economy with an increased emphasis on information activities and information industry. According to Castell (2020), information economy is not mutually exclusive with manufacturing economy. Information economy represents the structural shift level in the global economy away from a purely manufacturing or agriculturally based economy to one dominated by services with a disproportionate emphasis on digitized information (IGI Global, 2020). According to Mickler (2011), information economy is an economy based off of the creation, sale, trade, distribution and consumption of knowledge products. Knowledge products are intellectual properties (books, software, electronic games, specialized information, data mines and data warehouse). As digital technology made possible, the production of exact copies of text, images, audio, video and other information materials over unlimited generations, the information economy grew rapidly with the emergence of the internet and later the World Wide Web, the information economy gradually matured into the full blown economy that is today (Virzok, 2006).

Besides, the most commonly cited definition of the information economy is that of Porat (1977), he distinguishes between two economic domains. This domain of information the later he call the information sectors and the former includes agriculture and industrial sectors. The information sector involves the transformation of information from one pattern to another. Porats primary information sector and the secondary information sector. The primary information sector workers are those who are almost wholly concern with creating or handling information like scientists, writers, librarians etc. The secondary information sectors workers are those who work mainly on non information items but whose work involves information work as a secondary aspect. Therefore, an information economy is one in

which knowledge, information and services are more valuable than manufacturing.

Publishing

Publishing is an intellectual and social responsibility for keeping human activities for posterity. It is an act of making public the words and pictures that creative minds produced. Onifade (2000) defined publishing as making public the words and pictures that created minds have produced, the editor has worked over and that printers have reproduced. Publishing is the means through which culture, literature scholars science, technology and professional information are made available to the world. To publish is to make public (Olusola, 2019). Besides, Nwankwo (2001) reviewed publishing as the whole intellectual and commercial business of writing, editing, preparing, production and distribution of books and other printed materials in which all their activities must be initiated in Nigeria.

Impact of Publishing on the National Development Cum Information Economy

Publishing, especially the indigenous publishing industry has greatly contributed to the growth and development of the south. According to Oso (2002), book publishing is a serious business, a benchmark of a nation's education, one of the basement blocks in cultural building and an important index of national development, he furtherly stated indigenous book publishing contribute to the nation's economic growth enormously.

An information economy or post pandemic information economy is an integral part of the national economy. This is only achievable or realizable when the society is information intensive or driven. For society to promote information economy, it is dependent on the level of publishing output, this implies that publishing is the bedrock or an integral aspect of information and knowledge dissemination and creation respectively (Ubogu, 2018). Meanwhile, private indigenous publishing impact on the post

pandemic information economy of Nigeria through the following ways: knowledge creation, literacy promotion and awareness creation.

a. Knowledge creation: As information becomes publicly recorded, it becomes a form of objective knowledge (Popper, 1975). Everyone has heard the phrase "knowledge is power". Books have aided man to acquire knowledge, use the knowledge to develop himself and also know about other people and their culture (Akanwa and Udo-Anyanwu, 2017). Publishing is the vital tool in the development of any nation. It has accelerated the pace of information economy for the transformation of education, communication, nation economic development of a country through publications like books, magazine, newspapers, journals and other printed materials or publishing create knowledge between one country's culture and the other (Oduagwu, 2006). Without publishing, knowledge cannot be effectively disseminated in a world of rapid development especially in their post pandemic era (Oduagwu, 2006).

In a nutshell, the impact of publishing in this post pandemic tailspin economy cannot be overemphasized. This is because knowledge creation is the in thing for measure of superpower and economic growth. It is increasingly necessary to think of 'book' generation or knowledge based economy. As the traditional conception of the superpower is renting every quarter of the world, it implies that economic and military superiority is now extended to superiority in knowledge generation, organization, dissemination and use (Aguolu, 2002). Therefore, indigenous private publishing contributes immensely in generating information hence it is the raw materials for making decisions, for creating knowledge and feeling the modern organization. Information based economy engender innovation and self sustaining development.

b. Promotion of literacy: Books and literacy are a sine qua non for development, and education binds all three together. Nkechi (2006) state that literacy now involves media literacy. The ability to use other media of information and communication in learning and communication. She further opined that the spread of literacy often engenders a consequent growth in readership and therefore demand for more books. Publishing has contributed to the spread of literacy. This is carried out in a country through publication of education books both in print and electronic formats. This promotion of literacy help in building a strong information economy in the society, it is the vital tool for development of any nation (Oduagwu, 2006).

Also, Valdehuesa, as cited by Oyeinka (2016) stated that book publishing facilitate literacy which in turn fast-track national development. He further said that quality, quantity and diversity of books produced by a society are important indicators of that society's level of development, economy, intellectual innovation and industriousness. This view is in line with Ogunlola (2005) who identified promotion of literacy as one of the important roles publishing plays in the development of the nation. Literally growth in this post pandemic era is a mere delusion without giving due preference to the nation private indigenous publishing industry.

c. Awareness creation: Awareness creation is one of the main functions of publishing industry in the society. According to Adam and Ibrahim (2015) which reviewed the role new (digital) media played in getting the Nigeria public involved (participate) in the campaign to curtail spread of the disease and managing emergency public health. It stated that new media especially social network played the role in compacting disease (Ebola). Ebenezer (2020) clearly stated that awareness creation through

locally available evidence of visual is an effective strategy for curbing the prevalence of communicable disease.

Similarly, in an empirical survey on investigation of the use of Twitter and electronic new media outlets in communicating Ebola virus information. It was revealed that there is a relationship between electronic news media publishing and Twitter activities around significant events such as Ebola (Househ, 2016). The publishing plays an indispensable role in building an information economy in terms of creating awareness on current issues of information in the society. Adebayo (2016) noted that the indigenous book publishing enhances development and sustainability of cultural heritage and value in the society.

Challenges of Publishing Industry in Enhancing Information Economy

Private indigenous publishing industries in Nigeria have been bedeviled with a lot of challenges. They include:

- a. **Piracy:** This is neck-deep in eroding publisher's profit. Piracy, the unauthorized use of copyrighted works is a serious issue for publishers. Book piracy, whether in print or digital form is costing publishers around the world billions of dollars annually. It creates significant harmful effect throughout the book chain, hurting publishers, distributors and retailers but also authors and readers (Ezekwe, 2019). Piracy is the cardinal challenge of the book industry. According to him, some printers will go further to print extra copies outside their contracted copies and will sell them at a lower price (Halidu, 2004). Tamiyu (2005) stated that the consequence is that the publishers' stocks are retarded while private enjoy patronage.
- b. **Cost of production:** Onifade (2000) perceived the challenge from the angle is cost of production, noting that publishing equipment are very expensive and imported from overseas. He went further to advise that

government should maintain the existing paper mills in Nigeria to their full production capacity, and subsidize the cost of the equipment in order to boost their product, not only for local use, but also for foreign income earning.

- c. **Finance:** Book publishing is adjusted a capital intensive venture that profit but little. Due to this, most people find it uneasy to loan publishers' money with the fear of not yielding the aimed profit or better still lose such money completely. This attitude of financial institution has eroded the financial strength of the publishers, making operations difficult for them and the turnover will be nothing to write home about (Ujunwa, 2018).
- d. **Strict government policy:** Government attitude towards the building of the book publishing industry in Nigeria is not encouraging. Policies on the industry are not well implemented talk more of giving adequate monitoring. Oyeyinka (2016) noted that the change in policy on import duty of printing materials adversely affect the growth of publishing industry.
- e. **Technology:** Book publishing has grown beyond traditional practice occasionally technology transformation. Awoniyi as cited by Obialor (2008) noted that Nigeria publishing industry is suffering from epileptic technology and these is an urgent need for acquisition of modern technology by Nigeria publishing firms to key into global competition of best practice of publishing work.

Theoretical Framework Information Utility Theory

Information utility theory was proposed by Curren in 1986. Curren postulates that users of information are rational human beings and that they will continue to consume a given product or service as long as they are deriving maximum satisfaction from the usage. The

theory is derived from the concept of consumer behaviours in economics. The theory also states that when information is made available and accessible to people, the consumption of these information will enhance performance of certain operation in the society task or economy.

When this is related to publishing as key industry or institution in the information dissemination, communication and knowledge creation in the society, it means that when information resource such as book is been made available and accessible through this publishing platform, the public users effectively utilize it for different purposes which in turn translate into economy growth and other national developments for the wellbeing of the citizens in the society.

Methodology

In this study, the researchers adopted a simple linear correlational design involving Pearson Product Moment Correlation Approach. A correlational study determines the degree and direction of the relationship between two or more variables. The population of the study is 185 made up of all staff the publishing firms studied. The sample of 50 staff was drawn for the study. This is derived using the percentage method. The purposive sample technique was adopted for the selection of the respondents owing to the fact that only Heads of Departments and sections were used for study. The rating scaled was developed by the researchers. It was structured to elicit responses about the research questions

Results

Table 1: The Mean Response on the Level of Post Pandemic Information Economy

S/N	Indices on level of post pandemic information economy	VH	H	L	VL	Mean X	Std. Dev.	Dec.
1	Knowledge based economy	84	45	20	4	3.06	1.03	High
2	Intensive digitalized working environment	100	36	18	4	3.16	0.99	High
3	Exponential growth on knowledge and information based products and services	104	45	14	2	3.30	0.94	High
4	Strong computing, cloud and scale data information/ services	100	51	14	1	3.32	0.79	High

arranged in clusters A - E. The clusters contained 25 items in all. The instrument was structured in four points likert scale of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD); Very High (VH), High (H), and Low (L), Very Low (VL); Very High Extent (VHE), High Extent (VH), Low Extent (LE) and Very Low Extent (VLE). Their rating points were 4, 3, 2 and 1 respectively for positive statements and reverse for the negative statement. The instrument was validated by three specialists in Library and Information Science and was judged valid for the study. The reliability coefficient obtained was 0.83 indicating that the instrument was reliable. Analysis of the collection of the data collected was done using tables, mean and standard deviation. Also, Pearson Product Moment Correlation (PPMC) for the research questions. The base for decision for the research questions. Conclusion is as follows: 3.50 - 4.00 = very high extent/very high/strongly agree; 2.50 - 3.49 = high extent/high/agree; 1.50 - 2.49 = low extent/low/disagree; and 1.00 - 1.49 = very low extent/very low/ strongly agree. For the correlation analysis, the decision is as follows: 0.00 - 0.20 = very low relationship, 0.21 = 0.40 = low relationship, 0.41 - 0.60 = moderate/fair relationship, 0.61 = 0.80 = high relationship and 0.81 - 1.00 = very high relationship. The test of significance for the hypotheses was done at 0.05 alpha level using t-test statistical tool. Decision rule: if $t_{cal} \geq t_{tab}$, reject null (Ho) and accept the alternative (HA).

5	Literacy and awareness intensity thriving environment	120	33	12	3	3.36	0.92	High
Grand Mean						3.24	0.93	High

The result in Table 1 shows the analysis of mean rating of respondents in the level of post pandemic information economy. The result indicates that the above items (from 1-5), each report to a high level

as the mean fall within 2.50 to 3.49. In all, the grand mean is 3.24 showing that there is high level of post pandemic information economy.

Table 2: Extent of Correlation between the Knowledge Creation and Level of Post Pandemic Information Economy

Variable	N	Mean	Std Dev.	df	Correlation Coefficient	T _{cal}	T _{tab}	Dec.
Level of post pandemic information economy	50	3.24	0.93					
Knowledge creation	50	2.89	1.14	18	0.67	3.83	2.10	Reject

The result in Table 2 shows the extent of correlation coefficient between the knowledge creation and level of post pandemic information economy. The result has a report that the level of post pandemic information economy is high, same with the knowledge creation as both accounts for mean of 3.24 and 2.89 respectively. There is moderate relationship between knowledge

creation and level of post pandemic information economy as coefficient correlation (6.7%). The result has further shown that the correlation coefficient between knowledge creation and level of post pandemic information economy is significant as t_{cal} 3.82 is greater than t_{tab} 2.10 at 0.05 level of significance.

Table 3: The Correlation Coefficient between Literacy Promotion and Level of Post Pandemic Information Economy

Variable	N	Mean	Std Dev.	df	Correlation Coefficient	T _{cal}	T _{tab}	Dec.
Level of post pandemic information economy	50	3.24	0.93					
Knowledge creation	50	2.85	1.15	18	0.66	3.72	2.10	Reject

The result of Table 3 shows the relationship literacy promotion and level of post pandemic information economy. The result has reported a mean of 3.24 for level of post pandemic information economy while literacy promotion has a mean result of 2.85, both mean results indicate high

extent of correlation to support the moderate correlation coefficient of 0.66. The result also shows that there is a significant relationship between literacy promotion and level of post pandemic information economy as the t_{cal} 3.72 is greater than t_{tab} 2.10 at 0.05 level of significance.

Table 4: The Extent of Correlation between Awareness Creation and Level of Post Pandemic Information Economy

Variable	N	Mean	Std. Dev.	df	Correlation Coefficient	t_{cal}	t_{tab}	Dec.
Level of post pandemic information economy	50	3.24	0.93	18	0.78			
Awareness creation	50	2.94	1.10			5.28	2.10	Reject

The result in Table 4 shows the extent of correlation between awareness creation and post pandemic information economy. The result reported a mean of 3.24 and 2.94 for level of post pandemic information economy and awareness creation respectively. It was also shown from the result that there is a strong correlation between awareness creation and

level of post pandemic information economy as the coefficient correlation is 0.78 indicating (78%). The result further show that there is significant correlation between awareness creation and level of post pandemic information economy given that t_{cal} 5.28 is greater than t_{tab} 2.10 at 0.05 level of significance.

Table 5: Coefficient of Multiple Relationship between Knowledge Creation, Literacy Promotion, Awareness Creation and Post Pandemic Information Economy

R	R ²	F _{cal}	P-value	F _{crit}
0.422	0.178	3.321	0.028	2.76

Table 5 showed the coefficient of multiple relationship between knowledge creation, literacy promotion, awareness creation and post pandemic information economy. The result revealed that the extent of relationship between knowledge creation, literacy promotion, awareness creation and

post pandemic information economy is moderate at 4.2%. It was also revealed that 17.8% of determining variations in post pandemic information economy are explained by knowledge creation, literacy promotion and awareness creation.

Table 6: The Mean Response on the Challenges of Publishing Industry in Enhancing Post Pandemic Information Economy

S/N	The challenges of publishing industry in enhancing post pandemic information economy	VH	H	L	VL	Mean X	Std. Dev.	Dec.
1	Inadequacy of fund	100	60	4	3	3.34	0.82	Agree
2	Poor infrastructural facilities	84	45	8	10	2.94	1.15	Agree
3	Piracy and copyright infringement	76	69	16	4	3.30	0.89	Agree
4	High tariff on printing materials	120	30	12	4	3.32	0.97	Agree
5	Inflation on the economy	112	48	10	1	3.42	0.76	Agree
Grand Mean						3.26	0.91	Agree

The result in Table 6 shows the analysis of the respondents' response on challenges of publishing industry in enhancing post pandemic information economy. The result report that all the items

as shown in the table 6 account for the mean range of 2.50 - 3.49, indicating 'agree' or agreement on the item statements as the major challenges, this result revealed the grand mean of 3.26 implying that

inadequate fund, poor infrastructural facilities, piracy and copyright infringement, high tariff on printing materials and inflation on the economy are the major factors militating against the private indigenous publishing industries in enhancing the level of post pandemic information economy.

Discussion of Findings

In Table 1, the result showed that the level of post pandemic information economy is high in Nigeria. This economy is characterized by the growth in knowledge base services, digitalization, strong computing, cloud and scale data etc. This finding is in line with IG1 global (2020) who stated that information economy represent the structural shift level in the global economy away from a purely manufacturing based economy to disproportionate emphasis on digitated information. In the same vein, Verozok (2000) said that full blown economy witnessed today is result of rapid growth with the emergence of the internet and later World Wide Web knowledge. Therefore, the level of post pandemic information economy could be occasioned by digital technology transformation from one pattern to other (Porate, 1977).

The result presented in Table 2 showed that there is a significant correlation between knowledge creation and level of post pandemic information economy in Nigeria. This finding is not farfetched giving that knowledge is the product of publishing role to the societal development. This finding is in consonance with the view of Ubogu (2018) which stated that for the society to promote information economy, it is dependent on the level of publishing output which is the bedrock or integral aspect of information and knowledge dissemination and creation respectively. This finding also supports the assertion of Oduagwu (2006) stating that information economy, especially in the era is unrealizable without adequate knowledge creation industry (publishing) in the society.

The result of data analysis in Table 3 showed that there is significant relationship between literacy promotion and level of post pandemic information economy. This finding corroborate with the view of Valdehusa as cited by Onyeinka (2016) who stated that book publishing facilitate literacy which in turn fast track national development. This implied that information economy in this post pandemic era is a mere delusion without giving due preference to the nation private publishing industry. This finding is in tandem with the view of Ogunola (2005) that identified promotion of literacy as one of the important roles publishing plays in the development of the nation.

The result in Table 4 showed that there is significant relationship between awareness creation and level of post pandemic information economy in Nigeria. This finding is in accordance with the view of Ebenezer (2020) which stated that awareness creation through locally available evidence of visual is an effective strategy for curbing the prevalence of communicable disease. This finding also confirm the view of Househ (2016) which proved his empirical evidence that the publishing through the use of twitter and electronic new media in communicating Ebola virus and other event is significantly related.

The result in Table 5 showed that there is positive multiple significant relationship between knowledge creation, literacy promotion, awareness creation and level of post pandemic information economy. This is evident as the coefficient of correlation is moderate (4.2%), and 17.8% of determining variations in post pandemic information economy are explained by knowledge creation, literacy promotion and awareness creation. This finding corroborates with the view of Aguolu (2002) stating that economic and superiority of world is now extended to superiority in knowledge generation, organization and use. He also uphold that knowledge creation engender economy and innovations and development.

The result in Table 6 showed that inadequate fund, poor infrastructural facility, piracy and copyright infringement, high tariff on printing materials and inflation on the economy are the major factors militating against the private indigenous publishing industries in enhancing post pandemic information economy in Nigeria. This finding is in line with the view of Halida (2004) and Ezekwe (2018) stating that piracy is the cardinal challenges in the book industries; this is because book publishing is capital intensive and many financial institution attitudes has eroded the financial capacity of publishers.

Conclusion

Publishing is very essential industry in the development of the nation's economy. Any society that poised to reposition her information economy in the face of this post pandemic challenges must accord to top priority to the building of publishing industry. It is the key sector that should not be played with levity if Nigeria wants to leapfrog into information economy superhighway in this post pandemic period.

Recommendations

Based on the findings of this study, the following recommendations were made by the researchers:

1. The government should create enabling environment that will encourage indigenous private publishers to operate freely and compete with their counterparts in their countries.
2. Government should gear all its effort towards revitalizing the moribund publishing firms.
3. The government and other stakeholders as the matter of urgency should encourage private investors to delve into large scales publishing by way of granting them loan facilities with low interest rate.
4. There is a need for the government to reduce unnecessary imposed high tariff on printing materials.
5. The publishers should be incorporated in the frontline of crusade of the fight to contain the menace of Covid-19 pandemic. This will enhance the rate of publications on the pandemic issues and allied matters.

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