

Postprint: A Proposal for Enhancing Editorial Operations through Informatization of Publishing House Common Systems

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Abstract

[Objective] With the proposal of the new quality productive forces concept, editorial work has imposed new requirements on the informatization construction of publishing houses' public systems, such as incorporating Internet thinking into specific editorial operations, integrating new technologies and digital means with publishing business, and comprehensively consolidating intra-organizational resources. Currently, some publishing houses have not established comprehensive public systems, resulting in issues including low employee work efficiency, delayed manuscript approval and processing, hindered post-publishing marketing, and inability to satisfy employees' training and learning needs. This paper aims to enhance the quality of editorial operations. **[Method]** Through a research methodology involving speculative analysis of the current situation and pathway envisioning, **[Results]** based on the requirements of new quality productive forces and the future development of the publishing industry, and from the perspective of publishing editors, this paper proposes envisioning regarding the current situation, problems, and specific directions for public system informatization in publishing houses to support editorial operations. **[Conclusion]** It demonstrates that "it is necessary for publishing houses to update and develop an outreach-oriented, universal, and reasonably designed public system."

Full Text

Preamble

Ideas on How Informatization of Publishing House Public Systems Can Enhance Editorial Operations

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Abstract

[Objective] With the introduction of the concept of new quality productive forces, editorial work has placed new demands on the informatization construction of publishing house public systems. These include embodying internet thinking in specific editorial operations, integrating new technologies and digital means with publishing business, and comprehensively consolidating internal resources. Currently, some publishing houses have not established comprehensive public systems, resulting in low employee efficiency, delayed manuscript approval and processing, hindered post-publication marketing, and inability to meet employees' training and learning needs. This paper aims to advance editorial operations at a higher quality level. **[Method]** Through speculative analysis of the current situation and proposed pathways, **[Result]** based on the requirements of new quality productive forces and the future development of the publishing industry, and from the perspective of publishing editors, this paper proposes ideas regarding the current status, problems, and specific directions for how informatization of publishing house public systems can enhance editorial operations. **[Conclusion]** It demonstrates that “it is necessary for publishing houses to update and develop a set of externally connected, universal, and reasonably designed public systems.”

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General Secretary Xi Jinping has emphasized that developing new quality productive forces is an intrinsic requirement and important focal point for promoting high-quality development [1], and that we must continue to make innovation a major priority to accelerate the development of new quality productive forces. For the publishing industry, innovation manifests not only in product content and conceptualization but also in transforming entire process management and corresponding management service tools [2], such as innovation in publishing house public systems. For publishing house employees, relying on traditional public systems or conventional manuscript submission mechanisms has become increasingly inadequate for meeting demands related to work efficiency, training and learning, and post-publication marketing. Whether it is the recently popular “paper-screen integration” editing and proofreading method or a publishing house' s own OA system, neither has effectively resolved issues of information transmission and accountability traceability in daily publishing operations. A

significant reason for this is the low level of informatization development in publishing house public systems, which fails to meet employee needs in the context of new quality productive forces.

Currently, China's publishing industry is in a period of integrated innovation where digital publishing and traditional publishing coexist. First, China's digital publishing industry has formed a complete industrial chain [7], including upstream content producers, midstream publishers, and downstream distribution platforms and users. To address this transformation, the improvement of publishing houses' own digitalization and informatization levels has been placed on the agenda. Second, from an editorial perspective, we need new awareness, a new worldview, and new methods for conducting business. Publishing houses' single-function information systems must transform into comprehensive, full-featured information systems to better handle daily editorial operations. A functional, versatile, highly efficient, and easily supervised public system is currently a necessary condition for publishing house development and provides a guarantee for high-quality, professionally distinctive publishing.

1. Demand Background for Informatization Development of Publishing House Public Systems

An important characteristic of new quality productive forces is that scientific and technological innovation gives rise to new industries, models, and growth drivers [3], representing the extensive application of cutting-edge technologies and digitalization. On one hand, the use of big data, artificial intelligence, and other technologies has enriched the connotation of all-media, and editors who are adept at leveraging digital intelligence technologies can promote high-quality development of the publishing industry by improving work efficiency and content quality. The *Decision of the Central Committee of the Communist Party of China on Further Deepening Reform and Comprehensively Advancing Chinese-Style Modernization* (hereinafter referred to as the *Decision*) proposes improving the deep integration of the digital and real economies [4]. Broadly speaking, data is not merely a carrier of information [5] but a crucial link connecting innovation with development and theory with practice in the digital economy era [6]. It is evident that the Party Central Committee has prioritized digitalization and informatization as key to developing the press and publishing industry, making it highly practically significant for publishing houses to strengthen their public system informatization development under current circumstances.

2. Significance and Role of Public System Informatization Development for Daily Operations

2.1 Impact of Public System Informatization Development Level on Editorial Operations

This impact is mainly reflected in two aspects: the early and late stages of publishing editorial work. First, stages involving the internal publishing pro-

cess—such as manuscript consolidation, submission, storage, and royalty settlement—must be conducted on public systems. Traditional publishing houses mostly present functions like manuscript consolidation, submission, and storage through computer sharing. Publishing editors are responsible for participating in manuscript solicitation, editing, and revision, but other related tasks also require the responsible editor's involvement, such as applying for ISBNs in the early stage, counting editing characters in the later stage, and distributing author royalties. These processes also need to be conducted on public systems. With the continuous development of cloud computing and big data, traditional public system design patterns will significantly increase the operational costs of publishing house management systems.

Second, post-publication distribution requires convenient public systems for support. Currently, some well-known domestic publishing houses can view the book sales revenue [8] of already-published books and the circulation of other publishers' current magazines under the same topic through their public systems during both the later distribution and early manuscript solicitation stages. This plays the most direct role in timely improving sales channels and adjusting subsequent topic selection content.

2.2 How Public System Informatization Development Facilitates Editor Training

The development of every function in a publishing house's public system aims not only to solve practical work problems but also to meet employees' business training needs, such as uploading video learning courses. For new employee training, public system development should focus on familiarizing them with business processes and learning about organizational culture and industry information. For daily business training of veteran employees, in addition to uploading annual training materials within the system, it should also satisfy their knowledge learning needs. It is recommended that publishing houses employ dedicated operations and maintenance personnel to regularly update system content.

2.3 Impact of Public System Informatization Development on Publishing House Management

Many assume that public system development primarily serves editorial operations. In reality, in a mature publishing house public system, administrative functions and business-technical functions should be roughly equal. The development of highly informatized public systems should also accommodate publishing house OA functions, reflecting management dynamics and work content. Specifically, administrative functions include senior leadership approval of topic selections and editorial work, the human resources and office departments' dissemination of key tasks, and the chief editor's office tracking of publication quality inspections and manuscript distribution. Developing corresponding administrative functions in public systems can, on one hand, improve the efficiency of senior management and facilitate leadership approval and employee business

reporting; on the other hand, it can enhance the efficiency of various functional departments. The only consideration is ensuring confidentiality of publishing house OA system accounts.

3. Specific Ideas for Enhancing Editorial Operations Through Public System Informatization

3.1 Meeting Daily Publishing Editorial Business Needs at High Standards

3.1.1 Adding Electronic Document Color Marking Functions to Meet Electronic Manuscript Editing Needs Electronic manuscript editing and review constitute a fundamental editorial business activity. Traditional manuscript editing and review were mostly completed on paper [9], but this approach has long-term drawbacks. For instance, because some manuscripts are reviewed by external proofreaders and editors, their handwriting often compromises the cleanliness and readability of paper manuscripts and may lead to omitted revision suggestions. Additionally, most current document transmission tools do not provide relevant editing functions, causing significant differences in experience when editors switch between screen and paper states, thereby reducing editorial efficiency to some extent [10]. Given these inconveniences, a universal public system connecting internal and external editors and proofreaders is essential. For electronic manuscripts, second and third reviews can be completed within the electronic manuscript editing sub-function of the public system. It is recommended that publishing houses develop public systems adaptable to the three-review and three-proofreading process, adding color line marking functions for manuscript revisions. Typically, electronic markup languages use different colored lines, boxes, and comment boxes to annotate revision suggestions. The color line marking method can also clearly indicate questionable modifications, helping final reviewers better complete their work and ultimately significantly improving editing and proofreading quality [11].

3.1.2 Adding Manuscript Return Functions to Reduce Risks from Data Transmission To date, most publishing houses still insist on using paper-based manuscript returns. However, this model places heavy pressure on responsible editors for data archiving [12] and reduces the transmission efficiency of these materials. Therefore, for current publishing houses developing informatized public systems, a reasonable information content distribution method would contribute to managing major projects and topic selection materials while also addressing risks in multi-dimensional data transmission. For example, during the processing of returned files, corrected texts do not need separate output but only require version replacement markers, greatly reducing various issues caused by mailing paper documents and thereby improving file processing efficiency. Similarly, when recruiting potential editorial staff, the public management system can automatically extract 1-2 sections from a publi-

cation in progress and send them to candidates as sample excerpts rather than distributing the entire manuscript. This reduces the risk of manuscript leakage while improving recruitment efficiency.

3.1.3 Adding Royalty Management Functions to Improve Functional Staff Efficiency Royalty management is also a crucial function for publishing houses. Under traditional models, some publishing houses conduct fee settlement by category, with each royalty settlement process being cumbersome and requiring extensive communication with finance and the chief editor's office. Here, the author boldly envisions that a new expense management system should include: basic royalty estimation function, publication revenue distribution accounting function, editorial fee accounting and distribution function, digital typesetting cost management function, overall expense declaration form generation and output function, expense declaration form circulation and approval function, and file archiving management function. Basic royalties refer to fees provided by publishing houses to content providers when commissioning manuscripts. In the publication revenue distribution management system, any editor declaring expenses must be able to provide specific details about various expenses arising from their related editorial tasks. These expenses should also include: stamp duty paid for signing publishing contracts, withheld author royalty income tax (based on sales volume), wages paid to external editors (including declared personal income tax), labor fees paid to art editors (to company accounts), copying fees, postage/transportation fees, and trial version fees generated during revision, advertising fees and other channel fees from sales, and various other non-regular incidental expenses.

3.1.4 Adding Other Functions Related to Publishing Editorial Operations Some basic permissions related to editorial work should be delegated to responsible editors. Generally, these functions include accessing editorial archives, adding cooperative editors, and splitting review content. Other specific work requirements need to be analyzed case-by-case according to different publishing houses' circumstances and should be incorporated into relevant modules during initial program design based on actual requirements.

Additional 细分 functions related to publishing editorial operations that need to be reflected in public systems are primarily applied in publishing houses with high professional and precision requirements for language. These 细分 functions include but are not limited to sensitive word review and replacement, synonym optimization, and image information identification. It is recommended that these modules retain certain redevelopment flexibility during specific development to meet the particular needs of different publishing houses. The review of disciplinary terminology and sensitive vocabulary requires participation from relevant disciplinary experts to determine universally applicable, partially applicable, and non-applicable terms, with programmers developing these results into repeatedly definable modules to be incorporated into relevant systems, thereby reducing the workload of non-professional editorial staff.

3.2 High-Quality Support for Pre-Publication Topic Development and Post-Publication Marketing Implementation

3.2.1 Supplementary Development of Pre-Publication Topic Selection

In addition to the aforementioned business functions, publishing house informatization public systems should also include functions providing data on similar competing products. These functions will help publishing houses avoid the pitfalls of homogeneous topic selection and crude processing during preliminary topic screening, thereby further improving the quality of topic planning by editorial departments. Simultaneously, data on similar competing products displayed in public systems will help publishing houses reduce costs and increase efficiency, channeling more capital toward editorial team development to ensure long-term publication quality. It should be noted that public systems must maintain confidentiality of each publishing house's internal data, while already published and reported content should not be overly restricted in public systems.

3.2.2 Providing References for Post-Publication Marketing Work

Regarding sales statistics, monthly sales data from relevant publishing outlets need not be manually collected one by one by publishing house marketing staff. Instead, it is recommended to use specialized software functions within the publishing house public system to crawl and compare data returned from sales outlets and competing products, thereby obtaining current and past publication sales volumes and even automatically generating competing product analysis reports to improve topic planning and editorial processing for certain publications.

In collaborative work between publishing houses and sales outlets, public systems also play important roles. First, book distributors (including but not limited to newsstands, bookstores, shopping malls, office building lobbies, libraries, etc.) can inquire about ongoing or completed editorial plans through the publishing house public system to determine procurement or subscription plans. Publishing houses can provide bookstores with a calculated basic pricing and allowable price range through the public system as references for subscription activities. Second, functional departments of publishing houses can also query monthly sales of specific books through the public system to provide data support for future sales strategy adjustments [13]. This allows sales outlets to prevent return costs from over-ordering [14], while publishing houses can save production costs related to print run management through the public system. Third, interactive public systems help publishing houses timely track market demand, avoid over-investing resources in red ocean markets for ineffective competition, and thereby free up more quality resources to provide guarantees for high-quality, professionally distinctive publishing and distribution.

3.3 Multi-Dimensional Satisfaction of Publishing House Employee Training and Communication Coordination Functions

3.3.1 Meeting Internal Communication Coordination and Top-Down Transmission Needs It is recommended to establish internal editorial management permissions during the informatization development of publishing house public systems. There are many reasons for this, one important being that publishing editors encounter over-editing issues during manuscript review, particularly possible large-scale deletions during the review process. To prevent over-editing, granting editors certain operational permissions can provide a solution. Although outsourcing editors rarely subcontract work during the specific three-review and three-proofreading process, repeatedly transmitting paper manuscripts through internal editors often leads to over-authorization, causing unforeseen problems and various disagreements. Therefore, in specific informatization development of public systems, internal editorial management permissions can be added to involve them in informatization work, reflecting specific timelines for all relevant personnel and corresponding penalty rules to avoid delayed publication issues.

Additionally, publishing editors face problems with unreasonable online task allocation that seriously affects editorial efficiency. Therefore, public systems should include functions for task decomposition, authorization, distribution, supervision, and return, involving personnel such as text editors, proofreading editors, and art editors. These functions should address communication matters between each task's preceding and following links.

3.3.2 Meeting Training Functions for Publishing House Employees Finally, editorial business training functions should be considered from the initial stages of public system informatization development. Using digital and informatization means to train editors represents a major trend in personnel management for publishing houses. As previously envisioned, publishing house training should include both new and veteran employees. If editorial business training functions are developed into public systems, specific training formats can be set according to business needs and interests. Modules showcasing outstanding editors' achievements [15] are also highly visited areas. Displays of quarterly outstanding manuscripts, books with over 10,000 sales, outstanding employees and party members, and excellent party organization activities can all help establish role model awareness and exemplary vanguard roles within publishing houses [16], thereby enhancing editors' enthusiasm for manuscript solicitation and marketing, and ultimately achieving the goal of improving overall cohesion and centripetal force among publishing house employees [17].

3.3.3 Displaying Relevant Training Qualifications of Publishing House Employees When senior management personnel search for editors during daily work, they can utilize the public system. The information center can add a "personnel qualification screening" function to the public system, upload-

ing qualifications of all publishing house staff and categorizing them by position. Each editor' s corresponding training experience and qualifications should also be reflected on the public system, facilitating the human resources department' s control over subsequent training content and progress. Relevant training permissions can also be opened to editors, allowing them to manage their own learning and training progress and synchronize final training progress with the personnel department.

The above represents some thoughts and ideas from the perspective of publishing editors on the informatization development of publishing house public systems, based on specific editorial business work. With the arrival of the digital era, the improvement of editors' digital literacy and the overall informatization enhancement of publishing houses are aspects that cannot be ignored. In recent years, as publishing house employees' demands for flexible work arrangements have grown increasingly strong, voices calling for public system informatization development in publishing houses have become louder, which has profound significance for improving editorial work efficiency and the overall efficiency of publishing houses [18]. Here, the author also invites fellow editors from publishing houses to provide corrections to the above ideas, aiming to truly enable public systems to better serve editorial operations.

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Note: Figure translations are in progress. See original paper for figures.

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