



Why Universities should push for E books? A means of University Reforms?

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ABSTRACT:

Universities play a crucial role in creating a better pathway for providing better education to the young generation of students. While many studies worldwide have indicated the benefits of using E books and a higher preference of E books among the younger generation Gelfand (2002), the acceptance of E books is relatively slow. Many research indicate that Digital Learning or E books are able to meet the expectations of this current generation popularly known as Digital Natives. There are also a great number of challenges faced by stakeholders in adoption of E books in their academic process Rowlands (2007). Universities will have to move towards adopting Digital learning platforms for a better teaching learning process thus acting as a pioneer for other colleges to follow. This paper attempts to study why Universities should push towards E books and find out the stakeholders view about the usage of E books as a learning platform and to obtain the benefits and drawbacks of using E books and what are the benefits and challenges for the key stakeholders in the higher educational system. The study was carried out as a descriptive study in which four major stakeholders were selected, and interviews were conducted and data collected. Using structured and semi-structured questions, participants were asked to describe and reflect on their E book experiences. The results of the study indicate that all major stakeholders agree on the benefits of using E books have also identified few challenges. The challenges vary for each stakeholder and the analysis of the pain points indicate the need for universities to play an key role and ensure that the challenges are taken care before the benefits of E books be reaped. By analysing the benefits and drawbacks of the various stakeholders the benefits of using E books outweigh the disadvantages and hence universities should act as nodal centers to find solutions to overcome the stated problem.

Keywords: E books, Digital Natives, University, E Learning, teaching -learning.

1. INTRODUCTION

Universities are often cited as strategic assets of a country as they often guide the higher education sector. In India according to the All India Survey on Higher Education released by MHRD (2013) there are 238 affiliating universities with 34,908 colleges affiliated with these universities. Acting as a regulating and governing body universities have a very important role to play in the education system of the nation. Universities will have to act as the change agent and lead the way in identifying the manner in which the student prepares himself for the rapidly changing and volatile industry environment. Universities across the country have brought in many changes such as from having an updated curriculum, or introducing a new course, or introducing choice based elective system etc. Universities while making any changes will have to keep in mind of the various stakeholders they deal with such the regulating authority such as UGC or AICTE the students, Faculty and Industry.

Universities will have to ensure that the students are taught the required and relevant content and make sure that the students passing out of the out of universities are employment ready. Few of the major challenges that universities face today are, they will have to shift from being local to global with local flavor, will have to address the local requirements / challenges, will have to expand the curricula to meet the changing demands of students as well as industry, to provide collaborative learning which is more visual, to provide content which is standardized as well as providing some amount of customization. One of the the major challenges is respect to their key stakeholders that is the students is the changing generations of students that they have to deal with. Universities in the past few decades had to deal with various generations of people such as Generation X, Generation Y and Generation Z Jones (2011).

These students are very different than their previous generations in many aspects of life as a result of the big role that technology had to play. In the past education was more focused about individual competencies, individual intelligence and development of an individual, but the thought process of the digital natives is not the same way as the previous generations which has led to the transformed focus being collaborative work and collective intelligence and they are happy working at a collective level.

The Information and Communications Technology have brought about new ways of education. There are few major differences between the digital natives and the previous generations in the way they study, such as this generation prefers more of visualization rather than text based approach, and prefer an exploring way of study rather than guided learning and have access to instant and abundant sources of information, while the older generations which include the teaching faculty prefer a guided way of learning experience and have access to limited information. All of the changes have been on the premise of the Internet enabling them to collaborate, interact and work jointly. Universities in order to bring in an effective and efficient education system must address the requirements of the students which has evolved over the period of time. These generation of students prefer more of digital learning and the internet has encouraged to the use of a ton of ideas beginning with "e-to our day to day lives such as Email, e-shopping, e-managing an account, online business, e-government, and e-learning etc. This change has forced all institutions from Government to universities to publishers to include E as a prefix of what to offer such as online courses or E courses popularly known as MOOC courses, and platforms such as NPTEL (National Programme on Technology Enhanced Learning), online courses and publishers worldwide have started to offer E books. Content providers namely the publishers have also evolved along with the young generation of students and are in the process of shifting from print to digital namely E books.

2. REVIEW OF LITERATURE

For the purpose of this study literature review was done on the basis of studying the current scenario of higher Education as well as the future of higher education highlighting the challenges and the opportunities the students, faculty and author face in adopting E books as a medium of study. To have a perspective on the requirements of the students various literatures were looked upon the requirements of students, specifically belonging to this generation and on digital learning including E books and usage of E books and the benefits and barriers of using E books.

2.1 Current Scenario of Higher Education in India:

Raghav (2018) in their study has indicated that the higher education system in India faces the problem of increased unemployment, weak motivation of students to study, the system failure, and the different standards in education. Gupta (2012) states that the challenges that higher education faces are addressing the demand supply gap, providing quality education, focus on more of research and development, shortage of qualified faculty.

2.2 Future of Higher Education:

A report from the Economic intelligence Unit (2008) states their major findings as technology will continue to have a greater impact on higher education, the presence of online learning is gaining across the universities globally, there will be a greater corporate academic partnerships as a part of university functioning, and higher education is responding to globalization, and universities across the globe view that there is a positive impact of technology across their campuses.

2.3 Students:

Prensky, M. (2001) in his study has identified the requirements of the students of today which include the they do not want to be lectured to and they want to be respected, trusted, and want to go behind their own interests and passions and want to work with their peers on group work and they want to make their own

decisions and want to be connected with their peers on a constant basis and share their opinions to everyone. They want an education that is not just relevant, but real. Anuradha (2006) in their study have indicated that the proportion of students using E books is higher than the proportion of faculty indicating that the new generation of students are willing to adapt to new technologies.

2.4 Digital Natives:

Digital native students have been defined as one who has “spent their entire lives surrounded by and using computers, videogames, digital music players, video cams, cell phones, and all the other toys and tools of the digital age” Prensky, (2001). Various studies also show that Digital natives process and deal with information differently from how previous generations do. Oblinger (2005). As digital natives also tend to be more visual and interpret and develop images with ease and they learn better through discovery than simply being told information.

Although digital natives possess sophisticated knowledge and skills with technology and use technology on a daily basis, digital natives are not necessarily digitally competent. Students persistently report that they prefer moderate use of Information and Communication technologies (ICT) in their courses. There is ample evidence of a growing divide and mismatch between faculty and students in teaching and learning coates, (2007). The net generation and digital native students are supposed to be forcing teachers to change their curricula and pedagogical models to cater for the needs of the new population of students Jones, (2011).

2.5 E books:

The term e-book is used variously in the literature to refer to hardware, software and document content. Whereas from the user perspective, an e-book is frequently viewed as a dedicated reading device and not as the associated content, according to a survey on e-book features undertaken by Henke (2002). The Oxford Dictionary (2003) also defines an e-book as “an electronic version of a printed book which can be read on a

personal computer, or hand-held device designed specifically for this purpose". Hawkins, (2000), defined e-book as text that is available in an electronic format such as Word's doc, txt, HTML or XML. Other definitions related to the conversion from print to electronic aspects of E books, as printed text converted into digital form to be read on a computer screen (Saurie and Kaushik, 2001; Desmarais, 1994). Some definitions combined both the electronic text as well as the electronic reader device that is required for e-book to be read (Abrew, 2001; Lynch, 2001; Goh, 2003; Grant, 2002). Connaway (2003) defined e-book as a publication that characterized an electronic format, utilizing Internet technology to make it easy to access and use. Subba Rao (2003) defined e-book as "text in digital form, or book converted into digital form, or digital reading material, or a book in a computer file format, or an electronic file of words and images displayed on a desktop, note book computer, or portable device, or formatted for display on dedicated e-book readers". E books can be perused with various numbers of gadgets such as eBook Reader, E-Book Plus, Kindle, arouse application, and also desktops, tablet PCs, iPhones and iPads, Blackberry's, cell phones, and route gadgets. According to Cox and Mohammed, as said by Lee (2002), an "eBook is a term used to describe a text analogous to a book that is in digital form to be displayed on a computer". Lee (2002) also included the definitions of an e-book from the *The New Concise Oxford English Dictionary* as "an electronic version of a printed book which can be read on a Personal Computer or hand held device designed specifically for this purposes"

2.6 E-Book Usage

Many studies have been done on the use of E books in libraries and classrooms. E books. Clark (2009) tracks the genres requested by e-book readers via Kindles lent out by libraries, finding that light fiction, children's titles, and fantasy literature are the most popular E books.

A study of scholarly e-book usage (Van Der Veld & Ernst, 2009) shows academics praise E books for their search capacity but believe print books will persist as the most comfortable means of reading a text cover-to-cover. A study by Shelburne (2009) explores e-book user attitudes and behaviors in an academic library, finding the most commonly listed advantage of E books to be instant access (27%) and the most cited disadvantage is difficulty reading from the screen (33%). Also, while respondents find E books superior to print books for searches, accessibility, and research, most cites print books as better for ease of reading and leisure reading.

From the detailed review of literature the research problem has been identified and summarized as below

Research question 1

What are the features that student/faculty like and dislike in using an Ebook?

Research question 2

When do the stakeholders accept E books?

Research question 3

What is the acceptance level?

Research question 4

Which stakeholder resists more?

Research question 5

What specific features are liked by stakeholders?

Research question 6

What specific features are disliked by the stakeholders?

Research question 7

What benefits and challenges are the stakeholders facing in using Ebook?

Research question 8

What prevents stakeholders from using E books?

3. OBJECTIVES

- 1) To find out the stakeholders view about the usage of E books as a learning platform and to obtain the benefits and drawbacks of using E books.
- 2) To identify ways to mitigate the disadvantages of the various stakeholders.

4. METHODOLOGY:

The study has employed descriptive design as a research technique to achieve its objective. Descriptive research involves collecting data that explain the events and then organizes, tabulates, depicts and describes the data collected Glass & Hopkins (1984). Purposive sampling has been used to draw the data from the stakeholders such as publishers, authors, faculty and students of business schools. . The purposive sampling technique is the deliberate choice of a participant due to the qualities the participant possesses Etikan (2016) . Purposive sampling was used for this study as the sample was selected who were users of E books. The geographical region of the study is Tamil Nadu. Data has been collected primarily through the interview mode with a structured questionnaire. A structured questionnaire has been used to interview the stakeholders with a set of open ended and closed ended questions to capture the complete opinion of the stakeholder Kitzinger(1995). The data has been collected from 10 publishers, 5 authors, 35 faculties and 50 students who are aware, user, producer and knowledgeable about the E books. Based on the responses, the reliability test, Cronbach Alpha was done which resulted in a alpha vale of 0.78 indicating a good reliability for the questionnaire. The questionnaire items which are modified from literature assure content validity. The researcher used content analysis and descriptive analysis approach to draw the inferences from the data opinions collected. The researcher used content analysis approach to draw the inferences from the data opinions collected.

5. ANALYSIS:

There are various stakeholders involved with the decision making process such as faculty the person who decides the content part/ the book, student who is the user who pays for the book, Institution which needs to be the support agent by providing necessary infrastructure and support for the faculty and the user, author being the

content writer and finally the publisher who is instrumental in publishing the book. For this study the key stakeholders of faculty, student, author and publisher were identified and based on the questions framed from the literature review questions were asked and responses recorded and analyzed.

Age of Respondents		
Faculty		
Age	No.	Percent
18-28	0	0.00%
29- 38	15	42.86%
39- 48	11	31.43%
49-58	9	25.71%
TOTAL	35	100%
Student		
Age	No.	Percent
19-21	27	54.00%
22-24	18	36.00%
25-27	5	10.00%
29-30	0	0.00%
31 Plus	0	0.00%
TOTAL	50	100%

Gender of Respondents		
Faculty		
Gender	No.	Percent
Male	20	57.14%
Female	15	42.86%
TOTAL	35	100%
Students		
Gender	No.	Percent
Male	26	52.00%
Female	24	48.00%
TOTAL	50	100%

Education of Respondents		
Faculty		
Under graduation	No.	Percent
Engineering	22	62.86%
Arts	13	37.14%
Science	0	0.00%
Others	0	0.00%
TOTAL	35	100%
Students		
Native	No.	Percent
Rural	21	42.00%
Urban	19	38.00%
Semi-urban	10	20.00%
TOTAL	50	100%

From the above given table it can be inferred that a majority of the faculty were belonging to the age group of 29 – 38 years (43%), while a majority of the students were to be in the age category of 19 – 21 years (54%). The percent of male faculty (57 %) and students (52 %) were slightly higher than the percentage of female faculty (43%) and students (48%). The number of engineering students were high as their under graduation in both faculty and students with 62% and 46% respectively. A total of 45 % of the faculty and 42% of the students were from rural background.

Stakeholders Viewpoints:

Following are the key observations from the various stakeholders

5.1 Faculty:

A total of 35 faculties were interviewed for the purpose of the study and it was a representation from many professors belonging to universities and self financing colleges. A list was obtained from various publishing companies where they had promoted their E books aggressively and it was noted that most of the publishing companies had focused only on promoting their E books to Management Institutes hence the list of respondents were all faculty members teaching MBA graduates.

Key reasons for using or not using E books :

Benefits of using E books (N=35)	Count	Per. (%)
Better recall for students	31	88.57
Up to date	30	77.14
Ease of Access	27	85.71
Better understanding for students	25	71.43
Comfortable	22	62.86
Ease to use	21	60.00
Connect with real-world examples	19	54.29
Ease to read	15	42.86

Drawbacks of using E books (N=35)	Count	Per. (%)
Lack of Training	21	60.00
No / Limited Internet Connectivity	18	51.43
Lack of compatible Software's	15	42.86
Price is almost the same to print books	13	37.14
There are many distractions while reading E books	7	20.00

Note: Stakeholders are permitted to give more than one reason

From the above-given table it can be inferred that whole 88% of the faculty felt that E books resulted in a better recall for students and 77% preferred that using E books gives them ease of access and better understanding for the students was the third choice for using E books with 71%. This could be as a result of the embedding of multimedia material in the E book and the fact that the E books are accessible anywhere as also cited by Shah mohammadi (2012). The main factors not favorable for using E books was lack of training was cited by 60 % of the faculty followed by no or limited internet connectivity by 51% of the faculty and 42% of them mentioned lack of compatible single software as factors unfavorable in using E books.

There was a mixed response to the approach for the use of E books. The following were the key responses that were obtained from the faculty

- *I am not comfortable using E book as I am not tech savvy*
- *Our institute does not have the necessary infrastructure such as Internet bandwidth to support E books*
- *I have used E books for MBA students for a semester and it was good with students being more connected to the subject and they were able to recall the concepts later.*

- *The instant grading system provision in E books is a great tool as it helps me to know if my students have understood the topic.*
- *My Students are not that matured to use E books.*
- *If E books are allowed in class there are no check points on what the student is looking into the screen*
- *For subjects of quantitative nature E books does not offer a big difference, might be helpful for other subjects.*
- *I have not received any training and I am not comfortable in using E books on my own. Specific training from the publishers is required.*
- *There are certain issues with using E books as there is no common platform or aggregator for all the publishers and we have to talk to many publishers for many books.*
- *I experimented using E books for a semester and the feedback that I got from my students end of semester was phenomenal. The students had a wonderful and an enriching opportunity using E book. We have tried with E books fora few subjects we have not tried out for all the papers in an semester, for the few papers where we have tried we have had is positive feedback from both faculty and students.*
- *I have tried using E book in the class but because of the lack of adequate internet and support services students were not able to use E books.*

- *I would go for E books if they are priced considerably less than print books, as of now there is no significant cost advantage to shift to E books.*

Stakeholder: Faculty	
Benefits	Drawback
<ul style="list-style-type: none"> • Comfortable • Students able to recall and connect • Nice Experience • Good Instant grading wonderful and an enriching experience 	<ul style="list-style-type: none"> • Lack of Infrastructure • No training • No common aggregator • No cost advantage

Inference:

Based on these statements as stated by the faculty one can come to a conclusion that while most of the faculty feel that although E books are the way ahead which is in accordance to the study conducted by Salleh (2014) there are certain challenges that the publishing companies will have to overcome before there is significant number of faculty start using it be it providing adequate training to faculty or have an neutral aggregating platform common to all publishers or lowering the price of E books than print books.

Stakeholders Viewpoints:

Following are the key observations from the various stakeholders

5.2 Author:

Key reasons for Using or not Using E books:

Stakeholder: Author		
Benefits in E books (N=5)	Count	Per. (%)
More visual content	4	80.00
More Relevant and current examples	3	60.00
High Customization possible	2	40.00
Easy to update	2	40.00
Drawbacks in E books (N=5)	Count	Per. (%)
Need to be technologically updated	3	60.00
Less royalty	3	60.00
Piracy	2	40.00

Note: Stakeholders are permitted to give more than one reason

From the above table it can be inferred that Authors feel that adding more visual content will be the biggest advantage (80%) followed by the possibility of adding relevant and current examples (60%) as this will give them an advantage to connect with the readers. The major drawback of E books were the need to be technologically updated (60%) followed by a reduction of royalty as a result of decreased sales (60%).

A list of prominent authors was identified and was called upon to share their views on the E book and their book in the market and the advantages and the drawbacks of making their book digital was asked and responses were recorded. The following are some of the key responses shared by various authors.

- One of the Authors A said that he would be interested with the idea of making his book digital saying *“E books would give an author a greater flexibility as the content can be modified easily without having to wait for the existing books to be sold off as in the case of print books. I will be in a position to add most recent content more visually by using photos and videos and have a real world connect”*.

E book platforms provide authors with a great advantage of flexibility as they have an option of adding content dynamically as there would be no significant cost involved and authors need not wait as in the case of the print books to exhaust the books already printed for the next edition to come.

- Author B who has published two books (Print) was eager with the idea of publishing his book digitally *“it will give me an option to connect with real time examples. I will be able to update my book much frequently than the traditional Print book where I have to wait for the existing edition to be sold off.”*

In this feature of E book authors can update their content on regular basis adds

a great advantage to authors wherein they can add the most recent and relevant content which can help students connect with the concepts in a better way. This feature of regular updates will make the students much more connected with the industry and make them more employment ready.

- Author C had stated *“while I have already published a book and it is selling well I am in the process of printing my second book, but so far my publisher has not discussed about making my book digital only. There is a sense of discomfort for publishers to go for E books alone.”* While Publishers are comfortable in publishing E book along with an Print book they are not comfortable in printing E book alone.
- While authors have given a positive view about E books there was also a point of concern for an author who stated *“While E books have some advantages, it might lead to cannibalization of the print books and lead to less royalty for us, and given the fact that the E books are to be priced lesser than Print books it will also lead to a reduced royalty for us.”* Author D in his view of the reducing royalty says *“Initially the royalty will come down due to the reduced price of the E book, but in the long run I believe the low price will induce many students to buy E books and not take photocopy or abstain from buying a book”*. The content creators have a mixed view about E books as on one side it will give them the advantage of having the latest developments in their book and can create rich content there is also a concern that they might lose out on royalty

Inference:

Based on the above analysis it can be inferred that the authors are ecstatic on a whole about the concept of E book as it gives them the much freedom to add multimedia content in their materials, customize the content, give their book a local flavor, offer more customization choice, add real world examples and videos, etc.

5.3 Student:

Since the publishing companies had focused more on the Management segment the students were also identified from colleges where the students were exposed to E books in one way or the other. Thus the feedback about the E books was obtained from students who had used the E books. A total of 50 students were contacted and their responses were recorded and analyzed.

Students:

Benefits in using E books (N=50)	Count	Per. (%)
Easy search	38	76.00
Multimedia	35	70.00
Instant access	28	56.00
Focus on specific areas	25	50.00
Easy to read	21	42.00
Instant class assessment	20	40.00
Highlight	18	36.00
Drawbacks in using E books (N=50)		
No adequate infrastructure in college	32	64.00
Faculty not preferring E books	31	62.00
Distraction	25	50.00
Various apps for different books	24	48.00
No cost advantage	22	44.00
Strain on eyes	22	44.00

It can be inferred from the above-given table that 76% of the students felt that easy search was the most favorable factor in using E book followed by use of multimedia in E books was preferred by 70% of the students and 56% of the students preferred instant access. The reasons for this could be the nature of the younger generation who want all instantly and prefer more of visualization. The main factors unfavorable for students in using E books were no adequate infrastructure in college (64%), followed 62% of the students identified faculty not

preferring E books as second most important reason followed by 25% of the students citing distraction as a reason for not favoring E books.

The digital native students being the main stakeholders in the whole system of education have had certain interesting insights as well some of the key ones are as follows

- *I found E books to be very useful and much, much better than print books as it offers many advantages such as easy search, instant access anywhere, highlight and taking notes etc.*
- *E books are too much of a strain on the eyes; personally I did not feel comfortable about using it as a text book, but definitely good for referring couple of pages.*
- *The videos and links are a big yes from me, much better than to read a text book*
- *A big distraction... I often wandered off somewhere and lost time.*
- *It helps in instant class assessment which is a great idea.*
- *No significant cost advantage*
- *It is irritating to download different apps to read books from different publishers*
- *I found it extremely useful as I was able to focus only on the areas where the faculty had highlighted and did not have to read the complete book which is boring.*
- *Was able to look at the notes that I had taken in an instant and was able to share the notes to my class mates which is a great thing to do.*
- *Somehow the feel of holding a text book is lost, missed it.*
- *The book I had was available only online and there was a huge problem with the internet connectivity both at college and at hostel and was not able to access it many a times.*
- *Second hand books are either free or much cheaper than an E book.*

- *I read a lot of novels through my laptop and am comfortable using E books but my college professor insists that I carry a physical copy to my class and does not allow me to use my laptop in class.*
- *Initially I did not like the idea of using E books but when faculty made it compulsory I started using it and later on realized that preparing for the exam was much easy as much of the reading was done in the class itself and during the exam it was not totally new.*
- *I would not mind using E book as long it is cheap.*
- *I don't find E books a distraction but rather find it easier and its pleasure to read from.*
- *I did not have to carry my text books all the time and had instant access to them whenever and wherever I wanted it.*
- *I am able to search quickly and just read the point that I want to read.*
- *Was not able to read using a laptop for a long time, as it requires a focused attention and constant gaze on my screen.*

Stakeholder: Students	
Benefits	Drawback
<ul style="list-style-type: none"> • Easy search • Instant access • Highlight • Videos make a better learning experience • Instant class assessment • Focus on specific areas, Comfortable • Easy while preparing for exams • Sharing notes is easy 	<ul style="list-style-type: none"> • No adequate infrastructure in college • Various apps for different books • Faculty not preferring E books • Distraction • Strain on eyes • No cost advantage

Inference:

Based on the above mentioned statements one can come to the conclusion that although most of the students preferred E book versus print books which was also the result of the study done by Anuradha (2006), there again were some limitations such as non availability of necessary infrastructure, or the cost aspect, strain on eyes etc. There is a general opinion that there will be larger acceptance of E books among the student community if the price of the E books were relatively less.

5.4 Publishing company:

Publisher		
Benefits in E books (N=10)	Count	Percentage
High Customization	8	80.00 %
High Reach	6	60.00 %
Low cost	6	60.00 %

The publishers felt the biggest advantage of E books would be the high customization that would be possible (80%) which will serve the users in a great way, followed by high reach (60%) and low cost (60%).

When publishing companies were contacted they generally cited barriers of cost of E book and non availability of a common aggregator and lack of infrastructure support the reply was

- *With more acceptance of E books the cost would eventually come down and as the sale of Print books by reducing the price of E books.*
- *Today we as well as most of the other companies have shifted from online mode to offline mode, the student as well as the faculty need not have constant internet connection.*
- *We are aware of the problem of not having a common aggregator for all the companies and there are few steps already taken to solve this issue.*

We are constantly providing demonstration to colleges from time to time and will continue to do so as every demonstration gives us new challenges as well as opportunities.

6. MANAGERIAL IMPLICATION:

While most of the stakeholders accept that E-book will act as an advantage to a better learning experience there are also some shortfalls or drawbacks for these stakeholders to move towards adoption of E-books. It is here that universities can step in to address some of the major concerns of the various stakeholders by acting as a change agent and influencing the changes among colleges. Below are some of the reasons why universities should push E books based on the drawbacks of the stakeholders.

7. RECOMMENDATION:

Based on the interviews of the all the three major stakeholders namely the Faculty, student and the author the following recommendations are suggested for the university reforms to be taken by decision makers:

- As there is a general acceptance of E-books by all the three stakeholders Universities need to push colleges towards a digital learning.
- The system of learning has changed for this new generation of students and hence universities should take the right step by going for adoption of technology where ever applicable as mentioned by Brown (2001).
- When universities push E books there are chances of wider reach of E books and there will be more acceptance and necessary infrastructure will be made necessary by colleges which are in line with the study of Bowen (2010).
- Universities should lead the way by providing necessary training to faculty to adopt E-books.
- Universities can play the role of central agent or an aggregator for publisher and thus create a single platform for books from all or most of the publishers.
- Universities while framing syllabus can request authors to customize the content to suit to their specific requirement which is possible because of the digital platform of offering books.

8. CONCLUSION:

Certain changes can be driven from bottom up and certain changes are to be driven top down (Beer, 2000). The adoption of E books across colleges has to be driven from the top i.e. by the universities. Based on the study it can be inferred that there is a greater acceptance of E books among the students community and there is a block at the college level for not using E-books. University decision makers can address the gap by influencing the usage of E books among colleges to bring university reforms. It becomes more of a necessity than an luxury as it would increase the student learning experience making it more technology driven and more visual, it would bring in innovation in terms of teaching-learning process, it would offer the students more of visual learning appeal as authors can embed photos and videos in the book which will make an enriching experience for the student, it will have the latest content as it gives the freedom to the authors to add content dynamically , Price of E-books will be slightly less as the cost of publishing, transportation etc will be eliminated, E books will help libraries to free up a lot of space and have more choice for the students, On the long run e-books will be a sustainable option instead of print books which uses paper from cut trees. This study has implications for Universities, Faculty, publishing companies and related shareholders such as colleges that seek to understand the benefits of using E-books in an increasingly digital age. The study gives insight on the main benefits and drawbacks of the stakeholders who are using E-book which will help them to find ways to negate the drawbacks and use E books for a better learning experience for the student. Findings from this study provide universities a direction to push E books across institutions which will be beneficial to the major stakeholders.

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