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The activity of the “Elm” publishing house in the modern document communication system of the Republic of Azerbaijan: current situation and perspectives

Abstract

In recent years, Azerbaijan has aimed to modernize its document circulation systems in connection with the development of information technologies. Therefore, the activity of the "Elm" publishing house and the adaptation of document communications to the requirements of the modern era will positively impact the country's scientific and technological development. This topic helps to understand how scientific data and resources can be disseminated more effectively through modern technologies and how scientific works can be more widely spread in the "Elm" Publishing House plays an important role in Azerbaijan's scientific information support system. The modern technologies and digital platforms applied by the publishing house facilitate the easy access, storage, and dissemination of scientific data. In the future, the activities of "Elm" Publishing House will continue to develop, supporting the international recognition and broader dissemination of Azerbaijani science. This, in turn, will create the conditions for more high-quality and effective scientific research. The article provides a scientific generalization around these issues.

Keywords: "Elm" Publishing House, Document, Document Communication System, Publishing, Modern Information Technologies



<https://dergipark.org.tr/tr/pub/atdd>

Azerbaycan Cumhuriyeti'nin modern belge iletişim sisteminde “Elm” yayınevinin faaliyeti: mevcut durum ve perspektifler

Öz

Son yıllarda Azerbaycan, bilgi teknolojilerinin gelişmesiyle bağlantılı olarak belge dolaşım sistemlerini modernize etmeyi amaçlamaktadır. Bu nedenle, “Elm” yayınevinin faaliyeti ve belge iletişiminin modern çağın gereksinimlerine uyarlanması, ülkenin bilimsel ve teknolojik gelişimini olumlu yönde etkileyecektir. Bu konu, bilimsel veri ve kaynakların modern teknolojiler aracılığıyla nasıl daha etkili bir şekilde yayılabileceğini ve bilimsel çalışmaların Azerbaycan'ın bilimsel bilgi destek sisteminde önemli bir rol oynayan “Elm” Yayınevi'nde nasıl daha geniş bir şekilde yayılabileceğini anlamaya yardımcı olmaktadır. Yayınevinin uyguladığı modern teknolojiler ve dijital platformlar, bilimsel verilere kolay erişimi, depolanmasını ve yayılmasını kolaylaştırmaktadır. Gelecekte de “Elm” Yayınevi'nin faaliyetleri gelişmeye devam edecek, Azerbaycan biliminin uluslararası alanda tanınmasını ve daha geniş kitlelere yayılmasını destekleyecektir. Bu da daha kaliteli ve etkili bilimsel araştırmalar için gerekli koşulları yaratacaktır. Makale, bu konular etrafında bilimsel bir genelleme sunmaktadır.

Anahtar Kelimeler: "Elm" Yayınevi, Belge, Belge İletişim Sistemi, Yayıncılık, Modern Bilgi Teknolojileri

Introduction

The "Elm" Publishing House plays an important role in Azerbaijan's scientific development and information provision. The activities of this publishing house are not limited to the printing of scientific works but also serve the collection, analysis, systematization, and dissemination of scientific information. The publishing house constitutes an essential part of the information provision for Azerbaijani science and, in line with the demands of the modern era, utilizes various digital tools for the effective management of scientific data. This summary will analyze the role of the "Elm" Publishing House in Azerbaijan's scientific information provision, the modern technologies it uses, the management of scientific data, and its future prospects. As one of the most significant publishing bodies in Azerbaijan's scientific environment, the "Elm" Publishing House ensures the accessibility of scientific works and information. The publishing house is a key mediator in publishing various scientific journals and books, facilitating the dissemination of information to both local and international scientific communities. The "Elm" Publishing House not only contributes to the dissemination of scientific publications but also plays an important role in ensuring scientific information exchange. The processes of obtaining, storing, and distributing scientific information are related to the various activities of the publishing house, which form the foundation of Azerbaijan's scientific information provision system. Alongside Azerbaijan's independence, the "Elm" Publishing House has developed new strategies to continue and enhance its activities. In the

future, the "Elm" Publishing House aims to expand the sharing of scientific works, increase scientific exchange, and strengthen international relations. The development of electronic document circulation and digital platforms will play a significant role in this process.

1. The Main part

The main goal of the "Elm" Publishing House is to support the development of Azerbaijani science and culture. The publishing house does not only focus on publishing the works of academic researchers and scholars but also presents scientific information to a broader audience, especially to young researchers. Additionally, "Elm" Publishing House helps to promote Azerbaijan's scientific achievements internationally, thus facilitating the increase of scientific exchange. The scope of the publishing house's activities is very broad. Scientific books, monographs, textbooks, scientific journals, and periodicals form the core of its activities (Bayramov & Hasanova, 2024). These activities cover various fields of Azerbaijani science, such as physics, chemistry, biology, humanities, economics, medicine, and other areas. "Elm" Publishing House not only publishes scientific works but also makes significant contributions to the development of Azerbaijani literature and culture. The publishing house publishes research works, scientific results, and even literary and philosophical works by both local and foreign scholars. Thus, "Elm" Publishing House plays a central role in the intellectual development of Azerbaijani society from both scientific and cultural perspectives.

After Azerbaijan gained independence in 1991, the "Elm" Publishing House had to adapt to new political and economic conditions (Balginova, Maydangalieva, Satygalieva, & Mahammadli, 2018). Previously a state publishing house during the Soviet era, "Elm" started aligning its operations with the new rules and environment that came with independence (Bayramov & Hasanova, 2022). The key feature of this period was that "Elm" Publishing House began to not only serve the development of Azerbaijani science but also play a significant role in supporting national culture, education, and international scientific exchange. In the independent period, "Elm" Publishing House initially focused on addressing the gaps in Azerbaijan's national scientific and educational sectors. Many of the scientific works and textbooks from the Soviet era were no longer in line with the requirements of the time. Therefore, it became necessary to publish modern scientific works and textbooks for the new generation of scholars and researchers. The publishing house began to support the emerging scientific fields and research directions in independent Azerbaijan. It also started publishing the works of internationally recognized scholars and local researchers in Azerbaijani, aiming to strengthen international scientific relations. With independence came the development of

modern technologies, which led to innovations in the activities of "Elm" Publishing House. The expansion of information technologies also prompted the publishing house to shift to digital systems. The application of digital publications allowed for faster dissemination of scientific works and reaching a wider audience. After independence, "Elm" Publishing House began publishing scientific articles, textbooks, and monographs on online platforms. This provided easier sharing of scientific work for both local and foreign researchers. With Azerbaijan becoming an independent state, it was important for the country to gain broader recognition internationally and establish scientific connections. "Elm" Publishing House worked to achieve this by publishing the works of both local and foreign scholars, representing Azerbaijani science internationally. This process played a crucial role in strengthening Azerbaijan's scientific environment and its connections with the global scientific community. "Elm" Publishing House started publishing works in various international scientific journals to promote Azerbaijan's scientific community abroad. At the same time, the publishing house supported local researchers' participation in international conferences. One of the biggest challenges "Elm" Publishing House faced during the independence period was the lack of full development of modern technological infrastructure, as well as limited government support. Additionally, economic difficulties and financial constraints negatively impacted the publishing house's activities. The implementation of new digital technologies and the transition to electronic publications initially required significant financial resources. One of the major obstacles faced by "Elm" Publishing House during the independence period was the financial difficulties related to the distribution of scientific publications. The limited resources allocated by the government made it challenging for the publishing house to continue its operations effectively.

***Development of scientific information systems with modern requirements**

In line with modern requirements, "Elm" Publishing House is developing its scientific information system using various digital technologies. The application of information technologies facilitates the presentation of scientific data to a broader audience and allows for faster access to this data.

***Digital publications and electronic platforms**

"Elm" Publishing House applies the most modern technologies in the dissemination of scientific information. Scientific articles and books are presented to readers through electronic publications, online platforms, and digital journals. These digital platforms create convenient

conditions for both local and international researchers and scientists. At the same time, presenting scientific works in electronic format allows them to reach a wider audience.

***Scientific databases and catalogs**

"Elm" Publishing House utilizes modern databases for the effective management of scientific information. These databases allow researchers and scientists to easily access information. Through electronic catalogs, users can explore various scientific articles, books, and journals. This not only makes it easier to obtain scientific information but also supports modern scientific research.

***Importance of "Elm" publishing house's activities in scientific information provision**

"Elm" Publishing House plays a vital role in the scientific information system of Azerbaijan. In addition to disseminating information, the publishing house also ensures the proper and systematic storage of scientific data (Ismayilov & Aliyeva, 2023). It occupies a central position in Azerbaijan's scientific information system, strengthening its role in the scientific environment.

***Defining scientific directions**

The publishing house defines key directions in the collection and management of scientific data. It also analyzes the main directions of scientific activity to ensure the correct organization and provision of scientific research and information. In this way, "Elm" Publishing House plays an important role in the proper organization and management of data for Azerbaijan's scientific development.

***Future perspectives and development paths**

The "Science" Publishing House aims to further strengthen Azerbaijan's scientific information provision and make more efficient use of modern technologies in the future. The proposed development paths in this direction are as follows:

***Integration of big data and artificial intelligence**

In the future, the "Science" Publishing House will implement big data and artificial intelligence technologies to process and analyze scientific data more quickly and effectively (Tofiq, Oqlu, & Kazimi, 2022). These technologies will enable more efficient organization and analysis of scientific data, as well as provide researchers with better and more comprehensive information.

***Creation of new electronic platforms**

The "Science" Publishing House will increase its activities aimed at creating new electronic platforms and open scientific journals. Through these platforms, researchers will exchange information more freely, and new scientific studies across various fields will be published.

***Organization of scientific directions and targeted information provision**

The Publishing House will expand its activities in determining scientific directions more effectively and organizing information provision according to modern scientific needs (Oqlu, Nadir & Tofiq, 2023). This will especially require a more serious approach in strategic areas, such as technology, engineering, and natural sciences.

***Expansion of digital technologies**

In the future, the "Science" Publishing House will use more advanced digital technologies to ensure that scientific publications reach a wider audience. Additionally, the development of technological infrastructure will enable faster dissemination of information and more efficient scientific information exchange.

***Document communication system basics**

The document communication system covers all activities related to the creation, approval, storage, transmission, and retrieval of documents. This includes issues related to both traditional and electronic documents (Aleker & Tofiq, 2020). In line with technological developments, electronic document circulation has become more widespread, and document management systems have transitioned to the digital environment. Electronic document circulation ensures the fast and secure exchange of documents and contributes to enhancing information security and transparency.

***Development of document communication system**

The development of the document communication system also increases efficiency in modern public administration and private sector activities. Through electronic document circulation, information is shared more quickly and transparently, accelerating the development of the state and society.

***Modern document communication system in the Republic of Azerbaijan**

The modern document communication system in the Republic of Azerbaijan consists of several key components. These components cover activities such as document creation, approval, storage, transmission, and retrieval. Electronic document circulation forms the foundation of this system, ensuring secure digital exchange of documents.

***Traditional and modern document circulation**

Traditional document circulation involves the physical exchange of written documents, which requires more time and resources and can result in significant errors and losses (Rzavva, 2023). In the modern era, transitioning documents to electronic format ensures faster and safer exchange, facilitates document archiving, ensures their protection, and allows access at any time.

***Documentary activities of government agencies and private organizations**

Government agencies in the Republic of Azerbaijan have implemented several infrastructure projects related to electronic document circulation (Kazimi & Agamirzaev, 2021). Most government institutions have transitioned to electronic document systems to accelerate document exchange and enhance transparency. Similarly, the private sector has started to apply electronic document circulation more widely.

***Electronic document circulation**

Electronic document circulation is an integral part of the modern document communication system. The creation and exchange of documents in digital form is crucial for both organizations and government agencies. Electronic document circulation ensures the secure and faster transmission of documents, preventing falsification and ensuring their protection.

***Digital document management**

Digital document management systems are designed to manage the entire lifecycle of a document. These systems ensure the creation, approval, storage, and archiving of documents. Such management systems make it easier to find documents and provide quick access to them.

***E-Signature and security issues**

Electronic signatures are essential tools that confirm the legal validity of digital documents and prove they have not been altered. Security measures provided by modern technologies ensure the reliability and safety of document circulation, preventing data corruption and falsification.

***Integration of "Science" publishing house into document circulation systems**

The "Science" Publishing House is fully integrated into document circulation systems. Through digital publications and electronic document circulation, scientific works are disseminated more quickly and reach a broader audience. The use of electronic publications also increases the publishing house's economic efficiency.

***Electronic resources and online publications**

The "Science" Publishing House presents scientific works to a wide audience through electronic resources and online platforms. These platforms allow users to easily access scientific articles, monographs, and textbooks. Online publications create an environment for researchers to exchange information more quickly.

***Role of the publishing house in disseminating scientific work**

The "Science" Publishing House plays a significant role in promoting Azerbaijan's scientific work internationally (Oqlu, 2021). Its publications not only introduce Azerbaijan's scientific community but also ensure local scholars are recognized on the international stage.

***Management of the "Science" publishing house**

As one of Azerbaijan's most prestigious and long-established publishing houses, "Science" Publishing House makes substantial contributions to the development of both local and international scientific communities (Kushzhanov & Mahammadli, 2019b). Its management involves ensuring the quality production of scientific works, textbooks, and other publications, as well as ensuring financial and operational efficiency and developing international scientific relations.

***General structure of management**

The management of "Elm" Publishing House has a complex structure, comprising various functional departments. This structure organizes the strategic development of the publishing house, the publication of scientific works, marketing activities, and financial management (Qasımlı & Məhəmmədli, 2024b). The leadership coordinates the activities of each department by making strategic decisions.

***Leadership and management**

The management of "Elm" Publishing House typically consists of a director and the departments they lead (Kazimi, Ismaylov & Rzayova, 2023). The leadership makes decisions in line with the publishing house's goals, properly directs financial resources, and ensures the development of scientific and cultural fields. It also aims to enhance competitiveness in local and international markets.

***Functional departments**

One of the functional departments of the publishing house is the editorial and publishing department, which plays a key role in ensuring the quality publication of scientific works. Additionally, the marketing and sales department works to distribute the publishing house's products to a broad audience and compete with existing market competitors.

***Strategic management and planning**

Strategic management and planning play a crucial role in the management of "Science" Publishing House. The leadership develops long-term plans and identifies specific strategies aimed at the development of science in Azerbaijan and the dissemination of scientific works. These strategies focus on the promotion of scientific products both locally and internationally and the expansion of markets.

***Strategic goals**

One of the main strategic goals for "Science" Publishing House is to promote Azerbaijani science internationally. In addition to publishing high-quality scientific works, the publishing house takes various actions to introduce the works of local scholars and researchers in international markets (Nadir & Sevda, 2022). The use of digital technologies also helps ensure the faster and broader dissemination of scientific works.

***Innovation and technological development**

In the modern era, the management of "Science" Publishing House also focuses on the implementation of innovations. The use of digital platforms, the publication of e-books, and the online presentation of scientific works are some of the latest advancements (Heydar, 2023). "Elm" Publishing House collaborates with renowned scientific centers both within the country and internationally, driven by these innovations.

***Financial and resource management**

The financial management of the publishing house is essential for the sustainable and continuous execution of its activities. "Elm" Publishing House utilizes relevant resources to efficiently publish scientific works from a financial perspective (Qasımlı & Məhəmmədli, 2024a).

***Management of financial resources**

Financial management ensures the balance of income and expenses for the publishing house. The income of the publishing house mainly comes from the sale of publications and the dissemination of scientific works in foreign markets (Kenzhebayeva, Urmurzina & Mahammadli, 2018). The expenses are directed towards continuing operational activities, publishing new scientific works, and improving technological infrastructure

***Budget and expense planning**

The budget planning of the "Elm" Publishing House plays an important role in financially realizing future publication projects (Rzayeva, 2024; Rzayeva & Balayeva, 2024). A budget plan is prepared for a specific period, and financial resources are allocated according to the needs of each department.

***Human capital and training resources**

Human capital is of great importance in the management of the publishing house. "Elm" Publishing House strives to have qualified and experienced staff (Ismayilov, Ismayilov & Mammadova, 2019). One of the main functions of management is to improve employees' education and professional skills. To this end, various training programs and courses are organized.

***Human resource development**

The publishing house regularly organizes training sessions and seminars to improve employees' professional development and experience. This is an important step to make the operations of the publishing house more efficient.

***Creating an Innovative work environment**

"Elm" Publishing House creates an environment that supports the creative and innovative approaches of its employees. This approach allows the publishing house to carry out various new projects and reach a broader audience for scientific works.

***Marketing and sales strategy**

The marketing and sales strategy of "Elm" Publishing House aims to present the publishing house's products to a broader audience (Ismayilov, Mahammadli & Khudiyeva, 2022). The marketing activities of the publishing house serve to increase the promotion and sales of scientific works in local and international markets.

***Promotion of scientific publications**

The marketing team uses various platforms to advertise "Elm" Publishing House's publications and promote scientific works to a wide audience. The publishing house ensures extensive dissemination by using the power of scientific journals, online publications, and social networks.

***Strategies for local and international markets**

Just as in the local market, "Elm" Publishing House competes in the international market based on the quality and scientific significance of its products. The publishing house collaborates with foreign scholars and researchers to ensure the international recognition of Azerbaijani science.

***Quality management and improvement**

The management of "Elm" Publishing House strives to keep the quality of its publications at a consistently high level. Each publication is carefully edited before publication, ensuring the scientific accuracy of the content and compliance with cultural and scientific standards.

***Quality control and standards**

"Elm" Publishing House aims to present high-quality publications. To achieve this, the publishing house has quality control systems in place. The quality of scientific works is not only related to content but also to the printing process, design, and other details.

***Management structure of "Elm" publishing house**

The management of "Elm" Publishing House has a complex and multifaceted structure that ensures efficient management across various fields. The continuous development of the publishing house's operations and the global recognition of Azerbaijani science are the results of high-level management and strategic planning. These management approaches enable "Elm" Publishing House to operate in line with contemporary demands and deliver scientific achievements to a broader audience.

***Qualification of personnel at "Elm" publishing house**

"Elm" Publishing House plays a significant role in Azerbaijan's scientific and cultural development, and at the core of this activity lies highly qualified and professional staff. The qualification of the personnel is essential for the effective and successful operation of the publishing house. The professional level of the staff directly affects the quality of the publishing house's scientific products and the overall management of the work.

***History of personnel qualifications**

In the early years of "Elm" Publishing House, there were some difficulties in personnel selection and training. During the Soviet era, this area was primarily under state control, and personnel were trained within the frameworks determined by the government (Ismayilov, 2022). The publishing house's staffing was mainly composed of scientific workers and editors. After independence, "Elm" Publishing House started organizing new programs and courses to improve the quality and specialization of its staff in accordance with modern requirements. With the application of digital technologies and modern information systems, staff training and preparation were also improved.

***Selection of personnel and required qualifications**

The personnel at "Elm" Publishing House consist of specialists from various fields. These personnel mainly include scientific researchers, editors, designers, press workers, and professionals working in marketing.

***Education and specialization**

The staff of the publishing house consists mainly of individuals with higher education and specialization in specific fields. Editors, who play a key role in preparing scientific

publications, typically have higher education in philology, journalism, or other related fields (Ismayilov & Khalafova, 2022a). Similarly, specialists educated in graphic design and the arts are involved in design and printing tasks.

***Experience and internship**

"Elm" Publishing House places special emphasis on attracting experienced personnel. Some editors and scientific workers have rich experience, having previously worked in various scientific journals, publishing houses, and research centers (Karabalina, Maydangalieva, Satygaliyeva, Ahmetalina, & Mahammadli, 2018). Internship experience is also highly valued, as it allows new employees to develop in the workplace and become familiar with modern technologies.

***Training and development of personnel**

"Elm" Publishing House organizes various training and courses to ensure the professional development of its personnel. These training sessions aim to enhance their specializations and prepare them in line with modern requirements.

***Professional training and courses**

The publishing house conducts training sessions for its staff on the application of new programs used in digital technologies and the preparation of scientific publications. Additionally, regular courses are organized for editors on language skills, scientific writing standards, scientific article editing, and other relevant areas.

***International experience and collaboration**

"Elm" Publishing House ensures that its staff gain international-level experience by collaborating with foreign specialists. Moreover, through joint projects and seminars with international publishing houses, personnel have the opportunity to become familiar with global science.

***Personnel motivation and retention**

"Elm" Publishing House uses various motivation methods to attract and retain highly qualified personnel for long-term service in the field.

***Salary and social conditions**

The publishing house defines its salary policy to ensure the social and economic well-being of its employees (Kazimi & Mahammadli, 2021). The salary level of personnel is adjusted according to their experience and contributions to the work. Moreover, various social benefits and pensions are provided for employees.

***Professional development and career advancement**

"Elm" Publishing House offers opportunities for career development and promotion to its employees. As they gain education and experience in relevant fields, they can advance to higher *positions*.

***Current status of personnel qualifications**

Currently, the personnel qualifications at "Elm" Publishing House are at a high level, in line with modern standards across various fields (Kazimi & Balayeva, 2024). Personnel receive professional training according to both local and international scientific standards and carry out their work with high quality.

***Application of information technologies**

In the modern era, the application of information technologies is one of the key factors that enhance personnel qualifications (Muhammadi, 2023). Editors and designers are familiar with new software used in preparing scientific works. This improves the overall efficiency and quality of the publishing house's operations.

***Multidisciplinary approach**

"Elm" Publishing House applies a multidisciplinary approach by bringing together specialists from various fields (Mahamadi, 2018). This approach is important not only for the preparation of scientific publications but also for the broader analysis of contemporary scientific issues.

***Future Prospects**

To further develop the qualifications of its personnel, "Elm" Publishing House plans to take specific strategic steps (İsmayılov & Məhəmmədli, 2024). Personnel training will be enhanced in line with modern requirements, and more training programs and courses will be organized regarding the application of information technologies (Kushzhanov & Dashqin, 2019c). Additionally, increased international collaboration may create additional personnel needs for the expansion of scientific journals and other publications into foreign markets.

***Application of Modern Information Technologies at "Elm" Publishing House: History and Current Situation**

Since Azerbaijan gained independence, "Elm" Publishing House has expanded the use of modern information technologies to improve the quality of scientific publications and align with global demands (İsmayılov & Khalafova, 2023). These applications have played a crucial role in the development of the publishing house's operations and in increasing its effectiveness. This summary will analyze the main stages of the history and current state of the application of modern information technologies at "Elm" Publishing House.

***Beginning of the Application of Modern Information Technologies**

In the late Soviet period and the early years of independence, the application of information technologies was mainly limited to printing technologies. However, starting from the late 1990s, significant steps were taken to organize work with modern technologies and establish digital infrastructure (Kazimi, Abdullayeva & Ismayilov, 2020). This period can be considered the beginning of "Elm" Publishing House's digital transformation.

***Initial Steps Towards Modern Technologies**

Beginning in the late 1990s, the main goal of the publishing house was to ensure the publication of scientific works using modern digital technologies (Ismayilov, Mahammadli & Gasimli, 2023b). Initially, this was achieved through the use of computerized editing and design work, and later, the publication of electronic books began. With the development of the internet, there was increased attention to publishing scientific works in online formats.

***Expansion of the Use of Information Technologies (2000s)**

Starting in the early 2000s, "Elm" Publishing House began to expand its use of modern information technologies. During this period, the publishing house not only continued with printed works but also aimed to publish scientific works on digital platforms and reach a broader audience.

***Digital Publications and Electronic Catalogs**

In the mid-2000s, "Elm" Publishing House started publishing scientific works in electronic formats. E-books, electronic journals, and online articles began to spread widely in the scientific community (Kushzhanov & Dashgin, 2019a). At the same time, electronic catalogs and online libraries were established, providing easy access to scientific works for users.

***Creation of Digital Publishing Platforms**

"Elm" Publishing House began to present its publications in electronic formats by creating special online platforms. These platforms aimed to share and discuss scientific works for both local and international scholars. During this phase, the publishing house also started selling scientific works online.

***Current Situation: Application and Impact of Modern Information Technologies**

Today, the application of modern information technologies at "Elm" Publishing House has expanded and developed in both the natural and digital domains (Ismayilov, 2022). The new technologies applied at the publishing house have enabled many processes, from the

publication of scientific works to their global dissemination, to be carried out more quickly and efficiently.

***Electronic Publishing and Online Platforms**

Today, "Elm" Publishing House presents scientific works not only in print format but also on fully digital platforms. E-books, journal publications, and scientific articles are presented in online formats. The publishing house's online platforms allow scientific works by local and international scholars to spread widely, becoming an important tool for researchers and experts to promote their works within the global scientific community.

***Storage and Sharing of Information**

Using modern information technologies, "Elm" Publishing House has applied new approaches to the storage and management of scientific works (Ismayilov, Mahammadli, & Gasimli, 2023a). Electronic libraries and regularly updated digital databases have been created. Through these databases, users can access not only Azerbaijani scientific works but also the works of internationally recognized researchers.

***Creative and Innovative Technologies**

The publishing house continues to apply new technological solutions to meet modern demands. For example, specialized programs are used for multilingual printing and publishing to present scientific works in different languages (Ismayilov & Khalafova, 2022b). "Elm" Publishing House also utilizes new technologies and tools to present scientific works in a more interactive format in the digital environment. These technologies help present and disseminate scientific information more efficiently.

***Key Concepts and Databases**

"Elm" Publishing House also presents key terms, references, and other relevant information in digital databases, allowing researchers to conduct deeper analyses and facilitating quicker access to works. This approach helps find works more easily and enables faster contemporary research.

***Barriers to Technological Development**

Despite the numerous benefits of the application of modern information technologies, there are also several challenges (Məhəmmədli, 2024a). Among these challenges are the sometimes underdeveloped technological infrastructure, the occasional lack of high-tech equipment in digital systems, and the difficulties related to the full integration of scientific works in online formats. Furthermore, the application of new technologies in the digital field is sometimes associated with high costs.

***Future Prospects and Directions**

The "Elm" Publishing House intends to expand its activities in the future, taking into account the development of information technologies. In this direction, more efficient electronic platforms and online services will be provided to facilitate access for researchers and scientists. Additionally, the creation of a large database and the provision of fast access to this data will be ensured.

***Current Challenges in Document Communications**

There are still certain challenges in the field of document communications in Azerbaijan. These challenges include the incomplete development of technological infrastructure, the lack of implementation of electronic systems in some government agencies, and certain difficulties in the application of modern technologies.

***Problems with Technological Infrastructure**

Further investment is needed for the development of technological infrastructure. This especially concerns fast internet connectivity and the application of digital technologies. If document circulation becomes more efficient through modern technologies, the society will have easier access to information.

***Legal and Organizational Issues**

A more advanced legal framework is necessary for the full implementation of electronic document circulation. Legislation in the field of document management needs to be updated, and the application of modern technologies should be supported.

***Digital Transformation and Document Management**

The digital transformation of Azerbaijan's document management systems has great potential. This will help optimize document circulation in both the public and private sectors.

***Application and Development of New Technologies**

In the future, new technologies such as blockchain and artificial intelligence may be applied in document communications (Mahammadi, 2024b). These technologies will increase the security of documents and further optimize document circulation.

***Steps in Education and Awareness**

Steps taken in education will be crucial in terms of learning to use electronic document circulation systems and encouraging the development of these technologies.

Conclusion

Although the "Elm" Publishing House plays an important role in the development of science in Azerbaijan and the provision of scientific information, it faces a number of complex

problems in its activities. These problems affect both the quality of scientific publications and the overall management of the publishing house. The new demands and conditions in the field of science and education in the independent Republic of Azerbaijan require special attention to solving these problems. The limited financial resources are one of the main challenges faced by the "Elm" Publishing House. This problem restricts the comprehensive development of the publishing house's activities and directly affects the quality of scientific publications. The main issues related to financial difficulties are as follows. The budget allocated by the state is sometimes insufficient to support the publishing house's activities. As a result, it becomes difficult to equip the publishing house with new technologies, print scientific works, and publish high-quality materials. Due to the shortage of financial resources, the publication and advertisement of scientific works to a wider audience, participation in international scientific publications, and advertisement activities can be hindered. This impedes the ability of the "Elm" Publishing House to carry out its work effectively. The application of information technologies is one of the fundamental requirements of modern publishing activities. However, the "Elm" Publishing House faces several serious problems in this area. The publishing house's provision of digital technologies is not at the required level. This makes it difficult to distribute scientific articles and books in electronic format and to reach a wider audience through online platforms. Some employees' inability to effectively apply information technologies causes delays in transitioning to modern publishing technologies. In particular, there is a lack of experience in preparing and publishing scientific works in digital format. One of the most important problems encountered in the activities of the "Elm" Publishing House is ensuring the quality of scientific publications. In many cases, scientific articles and books are published as a result of poor editing and publishing processes. This raises questions about the reliability and academic value of the scientific product. International scientific cooperation is crucial both for the exchange of scientific information and for the recognition of Azerbaijani science in the global scientific community. However, there are also certain problems in this area: The "Elm" Publishing House has made significant contributions to the development of Azerbaijani science and occupies an important place in the field of scientific publishing. The publishing house not only contributes to the development of the local scientific environment but also plays a significant role in promoting Azerbaijani science on an international scale. These achievements are focused on improving the quality of scientific products and expanding the publishing house's activities. The "Elm" Publishing House has achieved significant success in the development of Azerbaijani science and the dissemination of scientific knowledge. The development of digital

platforms, international collaboration, improvement of the quality of scientific publications, and support for researchers demonstrate the important role the publishing house plays in the development of Azerbaijan's scientific environment.

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