

# Stay Ahead Through Innovation and Optimization

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□ Could you talk about how is the business going at Tsinghua University Press (TUP)? How did you adapt in an increasingly competitive market environment?

■ Over the past two years, TUP has achieved steady growth across key areas including computer science, economics and management, despite intense market competition. This success is driven by continuous innovation in content acquisition strategies and process optimization. Notably, TUP has emerged as the leading player in China's computer science textbooks market, publishing high-quality textbooks and trade titles, such as *Machine Learning* (《机器学习》) written by Zhou Zhihua, which boasted a sales of over 730,000 copies. In the fields of economics, management, humanities and social sciences, TUP has conducted extensive research into market trends and reader preferences. This approach has led to the release of numerous bestsellers, significantly boosting sales and influence of our writers in these domains. A prime example is *From Coincidence to Creativity: Huawei's R&D Investment and Management Practice* (《从偶然到必然》) written by Xia Zhongyi, which has sold over 150,000 copies.

TUP has implemented strategic measures to ensure ongoing growth. Firstly, adapt brand image to engage young readers. The TUP team dedicates substantial resources to ensure that our products are designed and marketed in a modern, appealing, and accessible manner that resonates with the voice of the new era. Additionally, we strive to provide value-added services to earn the trust and loyalty of our readers. Secondly, integrate new technologies. TUP has made significant investments in enhanced publications and effectively leveraged digital resources to meet readers' diverse demands for high-quality content. Thirdly, place a strong emphasis on international cooperation. TUP has worked diligently to strengthen partnerships with renowned international publishers and expand its global market presence through copyright trade.

□ What are TUP's main strategies for developing digital textbooks in this increasingly digital era?

■ TUP has been actively exploring the digital textbook market. Although digital textbooks currently bring in a small portion of our revenue compared to traditional print versions, we've leveraged our expertise in digital publishing to introduce innovative solutions to enhance reading experience, such as QR codes and e-book platform. These innovations have significantly streamlined our publishing process without disrupting authors' writing routines or altering our standard workflows. Currently, the Audio-visual Electronic and Digital Publishing Branch at TUP spearheads the creation of purely digital textbooks and leads the development of the necessary technologies, processes, and systems. Meanwhile, other branches focus on publishing hybrid print + digital textbooks and integrating digital features to enhance the existing print titles. Moving forward, TUP plans to publish high-quality digital textbooks centered around key subjects, classic print textbooks, and works by renowned authors, exploring how to integrate advanced technologies such as AI and knowledge graphs in a prudent manner. One of digital textbooks published by TUP, *Introduction to AI* (《人工智能导论》) utilized comprehensive formula conversion technology to overcome the challenges of typesetting and displaying complex formulas. The use of AI review and AI typesetting enabled us to complete the production process in just one month.

□ What proportion of TUP's business is dedicated to



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vocational education publishing? How does the press contribute to easing employment pressures and helping universities, vocational schools, teachers, and graduates better meet the corporate needs?

■ As a cornerstone of TUP's textbook brand, vocational education textbooks account for over 10% of the annual sales volume. Building on TUP's established strengths in professional textbook publishing, the Vocational Education Branch (VEB) focuses on developing key subject areas. This includes strengthening the publication of innovative textbooks in STEM and humanities fields. The high quality of these textbooks has earned widespread recognition from colleges and universities nationwide. TUP ranks high among domestic publishers, with some vocational education titles selling more than 30,000 copies within 12 months.

Embracing AI as a catalyst for educational reform and development has become a priority. Tsinghua University is at the forefront of integrating AI into its programs. TUP has assembled a team of AI experts from Tsinghua University to develop innovative textbooks for AI general courses, which are written from a broad scientific perspective. One standout example is *Illustrated Introduction to Artificial Intelligence* (《图解人工智能》), with a comprehensive knowledge framework, rich supplementary materials, clear diagrams, and elegant design, has garnered significant public interest. TUP's textbooks are among the first to offer course materials and video resources, which have been downloaded by over 800 colleges and universities worldwide.

TUP has engaged with and consolidated the outcomes of educational reforms from leading vocational colleges. The publication of innovative textbooks, such as *Enhance Skills in Utilizing Generative Artificial Intelligence* (《生成式人工智能素养》) by Zeng Wenchuan, President of Guangdong Institute of Science and Technology, and *Fundamentals of Information Technology* (《信息技术基础》) by the Tan Xu team from Shenzhen Institute of Information Technology, has accelerated the development of high-quality AI programs on campus. Based on this momentum, TUP continues to fortify its efforts under the belief that constant innovation remains crucial to maintaining an unparalleled competitive edge. The success of its exemplary vocational education textbooks hinges on top-tier authors who have a clear understanding of the trends in vocational education.

□ What are TUP's advantages in academic journal publishing? And what are the accomplishments in promoting digital platforms and open access?

■ A hallmark of TUP's "going global" strategy is its commitment to tracking the frontiers of global academic research, responding to the needs of major national strategies, highlighting the contributions of Chinese scholars in addressing global issues, and facilitating the swift dissemination and exchange of knowledge through the international and digital operations of high-quality English-language journals.

According to the 2023 Annual Report for Internation-

al Citation of Chinese Academic Journals, eight journals published by TUP have been selected as the "Most Internationally Influential Academic Journals in China". Four of them have been successfully upgraded to the "Most Internationally Influential Academic Journals in China" this year. The shift in the rankings of these journals demonstrates a rapid rise in the academic influence of TUP's English STEM journals, which has been acknowledged by the scholarly community.

Notably, TUP independently developed SciOpen, an international digital publishing platform for STEM journals in 2021-2022. SciOpen aims to embrace open science and lead global innovation. Gaining insights into a more open and intelligent future in STEM publishing, SciOpen is committed to developing superior content, enhancing service features, and expanding international reach to establish an open and innovative ecosystem. Launched in June 2022, at present SciOpen hosts 81 academic journals and over 23,000 STEM articles, attracting users from more than 180 countries and regions worldwide, with a cumulative total of 10,080,000 article views.

□ What are the new achievements and experiences of TUP in terms of collaboration with international counterparts?

■ TUP is a staunch advocate of promoting cross-border dialogue and endorses content that celebrates cultural diversity. In terms of copyright trade, this year we have published and distributed 11 English monographs globally through collaboration with renowned publishers such as Springer Nature and Elsevier. Additionally, seven exquisite culture-themed books have reached readers in Thailand, Vietnam, Japan, and other Belt and Road countries. Notably, the publication of *Handbook of Port Machinery*, a 2,000-page tome with the collaborative effort of dozens of experts, demonstrates TUP's strength in managing large-scale projects and reflects our increasing global influence. Furthermore, the Chinese version of *Deep Space Communication*—a monograph authored by one of the most authoritative institutions in the aerospace field, NASA's Jet Propulsion Laboratory (JPL)—was published by TUP, exemplifies TUP's ongoing commitment to introducing cutting-edge achievements and concepts to Chinese readers.

□ New technology is a double-edged sword. What is TUP's AI strategy? What AI-related policies and regulations have been formulated?

■ The publishing industry continues to explore the potential of AI, with mature tools and specific application scenario yet to emerge. In April 2024, TUP initiated the "AI Empowering Publishing" workshop to identify practical applications of AI within the industry and to uncover AI solutions that can be effectively integrated into TUP's operations.

The workshop focuses on the entire publishing workflow, exploring how AI can enhance core business activities in six key areas: Content Acquisition, Writing, Editing and Proofreading, Marketing and Distribution, Process Management, and New Product Development. 77 employees from TUP have participated in the initiative, experimenting with AI tools in their respective roles.

To date, the workshop has produced tangible outcomes in the areas of book + AI empowerment, AI-enhanced digital textbooks, and AI-assisted proofreading. Moving forward, TUP plans to implement supportive policies regarding staffing, funding, and operational frameworks to ensure the successful adoption of AI technologies.