



DYNAMICS OF BUSINESS MODELS IN NEWSPAPER INDUSTRY: A CASE STUDY OF“THE HANS INDIA”

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ABSTRACT

In 21st century the world is experiencing with rapid changes in technological advancements. Through these radical changes in technology the organisations, especially the Newspaper industry have begun to respond to adjusting and evaluating in all areas of business in all levels. The process of constant adjustments and evaluations is vital for survival of newspaper industry within the hypercompetitive marketplace of the global, digital economy. The extent of these strategies is a witness to the creativity and vision of newspaper management. In order to understand the business models and to analyse the strategies and challenges faced by the newspaper industry a case study of “The Hans India” Newspaper is taken up. The study includes all aspects of developed conceptual frame work of newspaper business models.

Keywords: *Newspapers, Digitalisation, Globalisation, Technology,*