Digitalization and Its Influence on News Industry in Nepal

Tulsi Kumari Mandal*

Abstract

This study analyzes digitalization and its influence on news industry in Nepal. The dependent variable is performance of news industry. Similarly, the selected independent variables are operating cost, global reach, news presentation, e-newspaper, artificial intelligence and online journalism. The primary source of data is used to assess the opinions of the respondents the regarding digitalization and its influence on news industry in Nepal. The study is based on primary data of 161 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the different factors affecting digitalization and its influence on news industry in Nepal.

The result shows that operating cost has a positive impact on the performance of news industry. It indicates that increase in operating costs leads to increase in performance of news industry. Similarly, global reach has appositive impact on the performance of the news industry. It demonstrates that increase in global leads to increase in performance of news industry. Likewise, news presentation has a positive impact on the performance of the news industry. It indicates that better presentation of news leads to increase in performance of news industry. Further, artificial intelligence has appositive impact on the performance of the news industry. It indicates that better use artificial intelligence leads to increase in performance of the news industry. Moreover, e-newspapers has a positive impact on the performance of the news industry. It indicates that the increase in adoption e-newspaper leads to increase in performance of the news industry. Additionally, online journalism has appositive impact on the performance of the news industry. It reveals that increase in online journalism leads to increase in performance of the news industry.

Keywords: operating cost, global reach, news presentation, artificial intelligence, e- newspaper, online journalism, performance of news industry

1. Introduction

Digitalization refers to the integration of digital technologies into everyday life, transforming traditional processes, systems, and business operations into digital formats. It involves using digital tools, platforms, and technologies to improve efficiency, accessibility, and innovation across different sectors, including business, healthcare, education, government, and more. Digital transformation is the process that is used to restructure economies, institutions and society on a system level (Brennen and Kreiss, 2017). Digital marketing strategies are more common and effective than ever. People tend to prefer utilizing digital gadgets rather than visiting physical stores since digital platforms are more interwoven into marketing strategies and daily lives (Dwivedi *et al.,* 2020). According to Chyi and Chadha (2019), the global news industry has undergone profound changes due to the widespread digitalization of media platforms. In particular, the internet has facilitated the growth of online news outlets and social media platforms, which have become key sources of information for people around the world. Digitalization has a factor influence on every industry as it impacts corporate strategies and challenges existing BMs to be reconsidered and adapted (Linz *et al.,* 2017). The extent, however, to which digitalization impacts corporate activities and leads to BMI differs from industry to industry and takes time since business models are more context-dependent than technology depending on resources and capabilities that are available within the respective company (Teece, 2018).

* Ms. Mandal is a Freelance Researcher in Kathmandu, Nepal.

Urazova (2011) analyzed that the convergence as a factor in the viability of the media in the digital environment. The study emphasized that the multimedia environment requires review of the components of organizational, creative and production activities of journalists and consequently new qualifications that will be acquired in the specialized universities. Similarly, Legner *et al*. (2017) examined that the digitalization: Opportunity and challenge for the business and information systems. The study stated that to succeed in this changing competitive environment, companies must unfold the potential of digital technologies in their business strategies, transform their work routines, processes and structures, rethink their business models as well as manage and govern IT infrastructures that are central to their value proposition. Likewise, Bucy and Gregson (2001) assessed that the media participation: A legitimizing mechanism of mass democracy. The study argued that the internet access and online exposure to campaign headquarters. The study also showed that another important feature of online media is that they make the campaign and the political system as a whole appear more accessible to the average citizen. Further, Scheufele (2002) evaluated that the differential gains from mass media and their implications for participatory behavior. The study revealed that the learning from digital media does not, however, necessarily translate into increased political activity from a theoretical standpoint, it is important to investigate the impact of digital media on political participation beyond their potential contributions to knowledge. Moreover, Ogbevoen (2024) studied that what is digital readiness? Oden Technologies. The study found that the level of workforce readiness for transformation and digitalized workforce is digital readiness. Learning the employees are able to learn new digital methods operated by software, application and system, the result will be smoother for digital transformation. Additionally, Gutierrez-Leefmans *et al.* (2016) investigated that the digital marketing in an emerging country: Exploratory study of the marketing mix of SMES with trust seal. The study demonstrated that there is a significant relationship in analyzing and making a study of innovative solutions to the digital payment platform by establishing a strategic role between the regulator and the Digital payment provider.

Malesev and Cherry (2021) examined that the digital and social media marketing-growing market share for construction SMEs. The study stated that a financial performance can also be expressed as the results obtained from various activities carried out within the available financial resources. Financial performance can be seen through the results of financial statement analysis or financial ratio analysis. Similarly, Pollak and Markovic (2021) analyzed that the size of business unit as a factor influencing adoption of digital marketing: Empirical analysis of SMEs Operating in the Central European market. The study revealed that in analyzing a financial performance, the analysis requires a concept or aspect that can describe the company's financial data. The study also showed that the financial performance is an achievement achieved by a company in a certain period in describing the level of excellence of the company. Likewise, Anderson *et al.* (2015) assessed that the post-industrial journalism: Adapting to the present. The study stated that as a result of technological developments, from transparent circulation to the spread of networks, journalists are now able to further more information than before. The study also argued that in addition to the necessary tools, it has become easier to come up with more effective visuals and texts that increase interaction, and the opportunity to reach the target audience through more than one channel has emerged. Further, Bardoel and Mark (2001) evaluated that the network journalism: Converging competences of media professionals and professionalism. The study demonstrated that the digital transformation experienced has affected the journalism profession in different ways, offering internet media professionals the opportunity to use unlimited technological opportunities and benefiting from resources in a wide way, and has revealed the type of internet-based journalism called internet/digital or online journalism. Moreover, Nevrla (2020) studied that the systemic risk in European financial and energy sectors: Dynamic factor copula approach. The study found that systemic risk in Europe's financial and energy sectors using the daily time series of CDS spreads.

Nguyen and Broekhuizen (2022) examined that the employee and team digital readiness: How to get employees and teams ready for digital transformation? The study stated that the digital transformation is not about technology; it is about people. Organizations should make a strategy covering digital strategy, resources, system and process. The study also found that the employee's willingness, ability and engagement may impact the overall digital transformation. Similarly, Wang (2004) analyzed that the global reach of a new discourse: How far can 'creative industries' travel? The study showed that the same socialist state launched a campaign on creative industries in Hong Kong while stepping up its promotion of cultural industries as a new policy category on the mainland. Likewise, Hjarvard (2001) assessed that the news media and the globalization of the public sphere. The study demonstrated that how changes in media systems influence a restructuration of public space, recent changes in the international news industry are examined. Further, Bakırmekik (2022) evaluated that the effects of media digitalization on journalist employment. The study revealed that while digitalization offers new employment, it has made it necessary to acquire new skills for professionals with the technological developments the digitalized news environment, combined with its multimedia feature requires professionals to have both content producer and content visual maker competence. Moreover, Khalatur *et al.* (2022) studied that the impact of selected factors on digitalization of financial sector. The study indicated that banking digitalization is shaped by a variety of macroeconomic factors such as foreign direct investment, GDP growth, inflation, and research and development expenditure significantly influence the level of banking informatization. The study also found that the organizational and legal components of banking, including internet usage, business disclosure practices, and charges for intellectual property, are strongly correlated with increased digitalization in the banking sector. Additionally, Kirillova *et al.* (2020) investigated that the educational segment of modern media market: Features and trends in digitalization. The study concluded that there is a high demand among users of digital, accessible and high-quality educational content for all levels of education from different fields of knowledge.

In the context of Nepal, Mehta (2023) analyzed the revolution resulted in customers getting to benefit from anywhere and anytime across the globe. The study stated that the digital banking transformation means shifting from current traditional approaches to customer-centric digital-driven activities. Similarly, Gurung (2019) examined that the rise of digital news consumption in Nepal: A changing landscape. The study revealed that the transformation raises several important questions regarding the sustainability of traditional news models, the accuracy and credibility of information, and the overall impact on journalistic practices in Nepal. Likewise, Shrestha (2021) assessed that the challenges of digital journalism in Nepal: A case study of online news portals. The study found that despite the rapid growth of digital news platforms, issues related to digital literacy, access to reliable internet, and the rise of misinformation continue to challenge the news industry. Further, Giri (2018) analyzed that the dimensions of digital Nepal framework and appropriate roadmap. The study demonstrated that there are eight dimensions of the digital Nepal framework and the digital foundation, agriculture, health, education, energy, tourism, finance and urban. Moreover, Upadhyay (2023) investigated that the information warfare and digitalization of politics in a globalized world. The study showed that the politico-techno-driven political economy of digital innovation has chopped social and democratic institutions and has destabilized worldwide social relations and politics, democracy has been fumed, stormed, and hacked. Additionally, Khanal *et al*. (2020) determined the effect of digital awareness on mathematics achievements at school to university levels in Nepal. The study found that most of the participants had digital devices, and the level of digital awareness was found to be high.

The above discussion shows that empirical evidences vary greatly across the studies concerning the digitalization and its impact on news industry. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to analyze the digitalization and its impact on news industry in Nepal. Specifically, it examines the effect operating cost, global reach, news presentation, e-newspaper, online journalism and artificial intelligence on performance of news industry in Nepal.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final sections draws the conclusion.

2. Methodological aspects

The study is based on the primary source of data which were gathered from 20 districts of Nepal. For primary data a structured questionnaire was used. This study contains a sample of 20 districts of Nepal whose respective data are collected from a total of 161 respondents. The respondents' views were collected on operating cost, global reach, news presentation, e-newspaper, online journalism and performance of news industry. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that performance of news industry depends upon the impact of digitization. The dependent variable selected for the study is performance of news industry. Similarly, the independent variables are operating cost, global reach, news presentation, e-newspaper and online journalism. Therefore, the model to be estimated in this study is stated as follows:

$$PNI = \beta_0 + \beta_1 OC + \beta_2 GR + \beta_3 NP + \beta_4 EN + \beta_5 OJ + \beta_6 AI + e$$

Where

OC =Operating Cost

GR = Global reach

NP= News Presentation

EN = E-newspaper

OJ = Online Journalism

AI = Artificial Intelligence

PNI = Performance of news industry

Operating cost was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Digital platforms have significantly reduced the overall operational costs of distributing news content”, “Digital platforms allow for global reach with minimal overhead, improving overall cost performance” and so on. The reliability of the items was measured by computing the Cronbach’s alpha (α = 0.817).

Global reach was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Social media and other digital tools have enhanced the global distribution of news content”, “Digital platforms have enabled news organizations to reach a global audience without geographical limitations” and so on. The reliability of the items was measured by computing the Cronbach’s alpha (α = 0.674).

News presentation was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Recommendations from friends or family influence my choice of news apps knowing that people”, “I trust use news apps influences my adoption” and so on. The reliability of the items was measured by computing the Cronbach’s alpha (α = 0.767).

E-newspaper was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “E-newspapers provide more timely updates compared to traditional print newspapers”, “E-newspapers often provide multimedia content (videos, audio, graphics) that enriches the reading experience” and so on. The reliability of the items was measured by computing the Cronbach’s alpha (α = 0.584).

Artificial intelligence was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “AI improves the personalization of news content, allowing readers to receive articles tailored to their preferences”, “AI systems have significantly improved the accuracy and speed of detecting fake news and misinformation in digital platforms” and so on. The reliability of the items was measured by computing the Cronbach’s alpha (α = 0.686).

Online journalism was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Online journalism provides more diverse storytelling formats (e.g., video, podcasts, interactive graphics) compared to traditional journalism”, “Digitalization has significantly improved the speed at which news is reported in online journalism” and so on. The reliability of the items was measured by computing the Cronbach’s alpha (α = 0.756).

Performance of news industry was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The news industry is effectively addressing misinformation and fake news in the digital landscape”, “The shift to digital formats has increased advertising revenue for news companies” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.768$).

The following section describes the independent variables used in this study along with hypothesis formulation.

Operating cost

Operating cost refers to the expenses a business or individual incurs in the day-to-day functioning of their operations. These costs are necessary to produce goods or services, maintain the business, and ensure that operations run smoothly. Xu and Birge (2008) showed that how managerial incentives may drive a manager to deviate from firm-optimal decisions and that low-margin producers face significant risk from this agency cost while high-margin producers face relatively low risk in using such compensation. Similarly, Amasawa *et al.* (2021) found that there is a trade-off between the operating cost and human health among the four process scenarios. Likewise, Paniagua and Sapena (2014) revealed that social media impacts financial, operational, and corporate social performance: social capital, customers’ revealed preferences, social marketing, and social corporate networking. Moreover, Feinberg and Zanardi (2022) demonstrated that whether there is a significant effect of the independent variable on the dependent variable, a simple linear regression model is used. Based on it, this study develops the following hypothesis:

H_1: There is a positive relationship between operating cost and performance of news industry.

Global reach

Global reach refers to the ability of a business, organization, or entity to extend its products, services, brand, or presence beyond its local or regional boundaries to a worldwide audience or market. Wang (2004) showed that the same socialist state launched a campaign on creative industries in Hong Kong while stepping up its promotion of “cultural industries” as a new policy category on the mainland. Similarly, Hjarvard (2001) found that how changes in media systems influence a restructuration of public space, recent changes in the international news industry are examined. Changes in the news media environment create a series of tensions in the public sphere, because they induce both fragmentation and interconnectedness. Moreover, Bunn *et al.* (2019) revealed that that current levels of gambling sponsorship in UK football, and the global visibility it provides to gambling brands, is a public health concern that needs to be debated and addressed. Based on it, this study develops the following hypothesis:

H_2: There is a positive relationship between Global reach and performance of news industry.

News presentation

News Presentation refers to the way in which news stories and information are delivered to the audience, typically through various media platforms such as television, radio, digital news websites, and social media. Wang (2012) revealed that crime-, accident-, and disaster-related news remain the staples of sensational news across countries. Similarly, Noy (2008) found that using engaging visuals, breaking news alerts, live coverage, storydriven formats, and personalized content delivery helps news organizations maintain audience attention, improve viewership and readership, and enhance their credibility and trustworthiness. Likewise, Ahlers (2006) showed that online advertising is an imperfect substitute for advertisers, and that the presentation style of news directly impacts audience engagement, with news outlets increasingly using visually compelling formats such as videos, infographics, and interactive content due to the rise of digital platforms and multimedia. Moreover, Fletcher and Park (2017) argued that people with low trust in mainstream news prefer alternative sources like social media and blogs, particularly in Northern Europe, driven by a desire to seek different perspectives and validate credibility. Based on this, the study develops the following hypothesis:

H_3: There is a positive relationship between news presentation and performance of news industry.

Artificial intelligence

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think, learn, and problem-solve like humans. Owsley and Greenwood (2024) found a correlation between individuals' perceptions and awareness of AI's integration into their daily lives and its use in the production and presentation of news media in the U.S., with personal characteristics influencing how people perceive and understand AI's role in news, which in turn affects their daily experiences. Similarly, Ali and Hassoun (2019) showed that the use of artificial intelligence in journalism raises professional and ethical issues, including concerns about creativity, lack of monitoring, bias, transparency, fairness, and data quality, but concluded that AI technologies will enhance rather than replace journalists' work, posing no threat to professional journalism. Likewise, Graefe and Lusch (2018) found that AI, through Natural Language Processing and machine learning, enables automated content creation for basic news reports, improving efficiency but raising concerns about job displacement and the quality of AI-generated content. Based on this, the study develops the following hypothesis:

H_4: There is a positive relationship between Artificial intelligence and performance of news industry.

E-newspaper

An E-newspaper is a digital version of a traditional printed newspaper, accessible online via websites, apps, or email subscriptions. It offers news, articles, and other content in a format similar to print newspapers but can include interactive features like videos, hyperlinks, and multimedia. Uesugi *et al.* (2011) showed that the design from the printed edition and the functionality of the online newspaper were considered preferable attributes for the e-newspaper, and that mobility, interactivity, adjustment for special target groups and personalization were the most frequently suggested functionalities. Similarly, Nielsen and Ganter (2017) found that there is direct positive relationship between e-newspaper and performance of news industry in Nepal. Moreover, Maslog *et al.* (2011) revealed that e-newspapers help to reduce operational costs by eliminating the need for printing, paper, and distribution. E-newspapers, by contrast, significantly lower these costs, making it easier for news organizations to manage financial resources. Additionally, the digital format allows for faster content updates and distribution, leading to greater operational efficiency, especially for news outlets aiming to break stories in real-time. Based on this, the study develops the following hypothesis:

H_5: There is a positive relationship E-newspaper between and performance of news industry.

Online Journalism

Online journalism refers to the practice of reporting, writing, and distributing news and information through digital platforms such as websites, blogs, social media, and news apps. It is a form of journalism that relies on the internet and digital technologies to reach audiences, often providing real-time updates and interactive features. Aitamurto and Lewis (2013) elaborated some of the tensions between traditional journalism, rooted in old media, and the new perceptions, expectations and pressures of digital journalism in an increasingly interconnected media system. Similarly, Boumans *et al.* (2018) revealed that a strong rationale to place news agencies high on the agenda of news production scholars. Moreover, the demonstrated agency domination of online news is alarming in the context of news diversity. Furthermore, Fredheim (2017) showed that changes in output coincide temporally with editorial change, and that the direction of change sees new editors move away from publication patterns associated with other independent outlets. Based on this, the study develops the following hypothesis:

H_6: There is a positive relationship between online journalism and performance of news industry.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 161 observations. The dependent variable is PNI (Performance of news industry). The independent variables are OC (Operating cost), GR (Global reach), NP (News presentation), EN (E-newspaper), OJ (Online journalism), and AI (Artificial intelligence).

Variables	Mean	Std. Deviation	OC	GR	NP	AI	EN	OJ	PNI
OCP	2.830	0.967	1						
GR	2.746	0.841	0.749**	1					
Np	2.811	0.981	0.846**	0.751**	1				
AI	2.804	0.924	0.791**	0.724**	0.816**	1			
EN	2.858	0.947	0.799**	0.673**	0.860**	0.769**	1		
OJ	2.848	0.892	0.778**	0.698**	0.804**	0.795**	0.809**	1	
PNI	2.7641	0.9438	0.773**	0.639**	0.842**	0.758**	0.805**	0.796**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall's Tau correlation coefficients of dependent and independent variables. The study shows that operating cost is positively correlated to performance of news industry. It means that increase in operating cost leads to increase in performance of news industry. Similarly, there is a positive relationship between news presentation and performance of news industry. It means that attractive news presentation leads to increase in performance of news industry. Likewise, online journalism has a positive relationship with performance of news industry. It shows that increase in online journalism leads to increase in performance of news industry. Furthermore, there is a positive relationship between e-newspaper and performance of news industry. It indicates that increase in increase in use of e-newspaper leads to increase in performance of news industry. Moreover, global reach has a positive relationship with performance of news industry. It indicates that increase in global reach leads to increase in performance of news industry. Additionally, artificial intelligence has a positive relationship with performance of news industry. It shows that better use of artificial intelligence leads to increase in performance of news industry.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of operating cost, global reach, news presentation, e-newspaper, online journalism and artificial intelligence on performance of news industry in Nepal.

Table 2

Estimated regression results of operating cost, global reach, news presentation, e-newspaper, online journalism, artificial intelligence on performance of news industry

The results are based on 161 observations using linear regression model. The model is PNI = $\beta_0 + \beta_1$ OC + β_2 GR + β_3 NP + β_4 EN+ β_5 AI + β_6 OJ + e, where the dependent variable is PNI (performance of news industry). The independent variables are OC (Operating cost), GR (Global reach), NP (News presentation), EN (E-newspaper), OJ (Online journalism), and AI (Artificial intelligence).

Model	Intercept	Regression coefficient of						Adj. R_bar^2	SEE	F-value
		OC	GR	NP	AI	EN	OJ			
1	0.520 (3.009)**	0.790 (13.672)**						0.594	0.629	186.917
2	0.795 (4.035)**		0.717 (10.440)**					0.404	0.728	108.994
3	0.487 (3.967)**			0.810 (19.624)**				0.707	0.510	385.100
4	0.593 (3.793)**				0.774 (14.611)**			0.572	0.617	213.480
5	0.368 (2.425)**					0.802 (17.040)**		0.645	0.562	290.346
6	0.472 (3.333)**						0.841 (16.521)**	0.569	0.628	94.605
7	0.417 (2.177)**	0.710 (8.156)**	(0.123) (1.233)					0.714	0.528	106.686
8	0.340 (2.108)**	0.244 (2.504)**	-0.051 (-0.591)	0.666 (7.256)				0.722	0.521	83.447
9	0.133 (0.849)**	0.274 (3.023)**	0.092 (0.960)	-0.133 (-1.548)	0.401 (3.761)	0.107 (1.183)	0.187 (1.947)	0.754	0.490	65.923

Notes

i. Figures in parenthesis are t-values
i. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
ii. Performance of news industry is the dependent variable.

Table 2 shows that the beta coefficients for operating cost are positive with performance of news industry. It indicates that operating cost has a positive impact on performance of news industry. This finding is consistent with the findings of Feinberg and Zanardi (2022). Similarly, the beta coefficient for global reach are positive with performance of news industry. It shows that global reach has a positive impact on performance of news industry. This finding is consistent with the findings of Bunn *et al.* (2019). Likewise, the beta coefficients for news presentation are positive with performance of news industry. It indicates that news presentation has a positive impact on performance of news industry. This finding is consistent with the findings of Noy (2008). Further, the beta coefficients for artificial intelligence are positive with performance news industry. It shows that artificial intelligence has a positive impact on the performance of news industry. This finding is consistent with the findings of Graefe and Lusch (2018). Moreover, beta coefficients for e-newspaper are positive with performance of news industry. It reveals that e-newspaper has a positive impact on the performance of news industry. This finding is consistent with the findings of Maslog *et al.* (2011). Additionally, beta coefficients for online journalism are positive with performance of news industry. It indicates that online journalism has a positive impact on the performance of news industry. This finding is consistent with the findings of Fredheim (2017).

4. Summary and conclusion

Digitalization refers to the process of converting information into a digital format and integrating digital technologies into everyday life, businesses, and industries. It involves the transformation of traditional processes, systems, and activities through the use of digital tools, technologies, and platforms. The rapid advancement of digital technology has profoundly impacted the news industry in Nepal, reshaping how news is produced, consumed, and disseminated. Digitalization has led to significant transformations in the news landscape, offering both opportunities and challenges for traditional and digital media outlets in the country. Digitalization has brought transformative changes to the news industry in Nepal, enhancing accessibility, improving real-time news delivery, and fostering innovation in content production. While it has presented challenges such as misinformation, the digital divide, and declining revenues for traditional outlets, it has also created opportunities for localized and niche journalism. As digital technology continues to evolve, the Nepali news industry will need to adapt by embracing new formats, strengthening ethical standards, and finding sustainable revenue models to thrive in the digital era.

This study provides insightful information regarding the digitalization and its influence on news industry in Nepal. The study analyzes various significant variables that could impact performance of news industry in Nepal. These variables include how news presentation, operating cost, global reach, online journalism, e-newspaper and artificial intelligence influence performance of news industry.

This study attempts to examine the digitalization and its influence on news industry in Nepal. The study is based on primary data with 161 respondents.

The major conclusion of the study is that operating cost, global reach, news presentation, e-newspaper, online journalism, artificial intelligence have a positive impact on performance of news industry. The study also concludes that news presentation is the most significant factor followed by the e-newspaper and online journalism that influence the performance of news industry in Nepal.

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