UDC 339.138 (621)

INVESTMENT PROCESSES FEATURES IN THE PUBLISHING  
AND PRINTING INDUSTRY

S. I. Myklushka

*Ukrainian Academy of Printing,   
19, Pidholosko St., Lviv, 79020, Ukraine  
myklushka.sofia@gmail.com*

**Research methodology.** Logical and comparative analysis and the complex method have been used for research in this article. The logical and comparative analysis methods have been used especially for considering the concept of «investment providing». The complex method has been used to compose the author’s definition of «investment providing in publishing company» meaning. The logical and comparative methods have been also used to define the major problem and features in the investment process of the publishing industry. For allocation of the risk factors and motivator factors for an investor at the publishing market the complex method has been playing the main part.

**Results.** The problem of violations of the consistency principle in the relation-ships at the publishing market and the impact of those changes associated with the process of reform and ownership relations, privatization and restructuring of publishing and printing branch on the investment attractiveness of the publishing and printing industry of Ukraine has been examined. The major features of the investments in the publishing and printing industry, namely the presence of high level of uncertainty and risk for investors due to the specifics of the industry have been characterized. Inefficiency of the supply and demand law in the market due to the features of the final product creation has been defined. The factors of risk and motivator factors for an investor at the publishing market have been allocated. A pre-requisite for sustainable economic development of the industry recognizes the need to improve efficiency and optimize improving of the market instruments for aggregating capital in the publishing industry for its innovative development.

**Novelty.** The study of current research papers on the subject of the investment process and investment providing for enterprises of the publishing industry and the research on the current state of the market of Ukraine have formulated the «in-vestment providing in publishing company» definition. There have been also presented the major features of the investment process of publishing industry, and on the basis of these features the risk factors and motivator factors for an investor at the publishing market have been allocated.

**The practical significance.** At present companies in the publishing industry are operating in highly competitive environment, that’s why the effective management of the investment process is very important. Despite of the big quantity of scientific developments, the very debatable question remains: the definition of the concept of the basic features of the investment process in the publishing industry. That’s why all the summarized theoretical approaches to the concept understanding are very useful for the practical approach.