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**RISKS IN PUBLISHING BUSINESS ACTIVITY: FINANCIAL, ECONOMIC, SOCIAL AND PSYCHOLOGICAL ASPECTS**

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***Research Methodology****. Methodological and methodic basis of the research has been made by the modern theory of entrepreneurship and scientific publications concerning the entrepreneurship and risks arising in it. The aim of the research has been achieved through the use of methods of comparison, analysis and synthesis grounded on statistics development of publishing business in Ukraine in terms of five-year periods, since 1991 as well the conclusions about the existing risks have been made.*

***Novelty****. The expedience (justification) of the publishing business risks have been considered in the paper with the statehood position and from the standpoint of the entre­preneur-publisher. The results of the publishing business activity in Ukraine have been analyzed and the major factor risks arising at various stages of its proceedings have been revealed. The author’s vision has been offered concerning the psychology of publishers behavior in the current conditions of State economy crisis within the con­text of their business risks. The attention has been paid to the fact that the risks in the publishing business always can be considered as justified because of the social importance of the publishing product. The role of social publishing business has been recognized as well the value of Government support in reducing the negative impact of risks on its activity.*

***Practical Significance*.** *The research results can serve as a basis for active publishers in defining their own risks when doing publishing business, determining its priority from the viewpoint of financial, economic, social and psychological expediency, ethics and so­cial orientation of the publishing business.*