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ESTIMATION OF THE PUBLISHING AND PRINTING ENTERPRISES COMPLEX DEVELOPMENT IN THE REGION

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**Research methodology.** The bases of the study have been the fundamental theoretical and methodological principles of modern economics, regional development, methods of induction, deduction, comparison and systematization (the study of the essence of the concept of «enterprise development», «evaluation of the effectiveness of publishing and printing structures»); multivariate statistical and comparative analysis, ordering and generalization (to analyze the current state and trends of socio-economic and regional development, publishing and printing industry of Ukraine).

**Results.** The systematic structural analysis of the functioning of the enterprises has revealed significant disparities between the level of availability of regionally entities. There have been found that the number of printing companies and publishers’ in Lviv region is almost twice higher than the average one for Ukraine. However, despite the annual increase in the number of business entities and complex high potential publishing and printing enterprises in Lviv region, some of the calculated individual performance of the subjects in the region is lower than those in average per complex one region, which, in turn, has a negative impact on the publishing and printing companies.

**Novelty.** The methodological approaches have been improved concerning the estimation of environment of functioning of publishing and printing enterprises in the region using the totality of indexes that characterize their features.

**The practical significance.** Conclusions and evaluation can be used in the formation of regional programs of the publishing and printing services market functioning within the model of innovative economic development.