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**THEORETICAL AND METHODOLOGICAL APPROACHES  
OF ESTIMATION OF INNOVATIONS INTRODUCTION EFFICIENCY  
IN PRINTING COMPANIES**

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***Research methodology.*** *The research of guidelines and practices of economic justification of innovations introduction has been carried out with the use of methods of analysis, systematization and generalization.*

***Results.*** *The analysis of the existing guidelines has been done, including the existing formal methods and practices of economic efficiency rationale introduction of innovations in printing plants. We have researched criteria and key performance indicators, identified their advantages and disadvantages and noted the problems that need to be addressed through further research.*

***Novelty.*** *The necessity of developing a new official method (basic principles) of economic assessment of the effectiveness of scientific developments and their manufacturing base and its working methods with the industry specification industry factors and circumstances have been grounded.*

***The practical significance.*** *The necessity of taking into account social, ecological and environmental factors in the economic justification of innovation introduction in enterprises and the need for a comprehensive evaluation system based on criteria and a number of auxiliary partial performance, which must find a detailed mapping techniques in industry (instructions) have been grounded.*